

# AUJA

**Analyzing Persuasive Techniques in Political Tweets during Indian Elections 2019**

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## Table of Contents

<b>Introduction.....</b>	<b>4</b>
Twitter Usage in Political Communication.....	9
Rationale of the Study.....	10
Research Objectives.....	11
<b>Literature review .....</b>	<b>13</b>
Persuasive Techniques in Political Communication.....	14
Analysis of Persuasive Techniques in Political Tweets.....	15
Comparison of Motivations and Rhetorical Appeals.....	17
Comparative Analysis between BJP and Gandhi Party Supporters.....	20
Investigation of Supporter Behavior.....	21
Comparative Analysis and Cross-Cultural Comparisons .....	23
Research Question .....	25
Research Hypothesis.....	25
<b>Theoretical Framework.....</b>	<b>25</b>
Social Identity Theory (SIT).....	26
Framing Theory .....	28
<b>Research Methodology .....</b>	<b>31</b>
Research Strategy.....	31
Research Paradigm.....	32
Research Approach .....	32
Study Type.....	33
Research Design.....	33
Population .....	33
Sampling Technique .....	34

Data Collection Technique .....	34
Data Collection Tool.....	34
Time Frame.....	35
Data Analysis Technique .....	35
Unit of Analysis .....	35
Ethical Considerations .....	35
<b>Data Collection .....</b>	<b>37</b>
<b>Data Analysis.....</b>	<b>42</b>
Hypothesis Testation.....	46
<b>Conclusion .....</b>	<b>49</b>
Limitations .....	51
Future Recommendations .....	53
<b>References .....</b>	<b>56</b>
<b>Appendices.....</b>	<b>68</b>

## Introduction

The persistent phenomenon associated with modern life is the use of social media for political communication. For instance, during Indian Elections 2019, politicians and political parties used numerous platforms which included Twitter to communicate to the masses. The use of such political tweets constituted a new phase of political tweets in which the content was meant to allure the public to vote for a particular party or candidate. Thus, political communication through Twitter is an instrumental communication tool in politics since it connects politicians and their electorate. It is depicted that there is an increase of the usage for the social media platforms particularly Twitter, so the issue that is hereby discussed is that whether the social media has an effect of influencing the belief of the people, and decision as well (Alvi et al., 2023; Jin, 2020). The relevant political tweets are utilized in influencing the voters to vote for the party or candidate concerned during the election. So, the question has been answered that social media has a considerable role in making influence on the people (Alvi et al., 2023; Carral et al., 2023). The present study focuses on the particular campaigns implemented by the major political parties in India regarding the tweeting trend, policy focus, and messages targeting minorities (Jin, 2020). In addition, as mentioned, Twitter is a powerful resource for mobilizing users and increasing their political activity. A politician can also attract the attention of the media and influence the formation of the media agenda with its help, and that also continues to show that Twitter is important for political communication today (Carral et al., 2023). The work 's major claiming about social media such as Twitter is notable for political communication as far as it shows that new modern times tend to require changes in the strategy of interaction with voters (Alvi et al., 2023; Carral et al., 2023). In the end, the widespread use of such social media as Twitter in political communication indicates the need to revise and change the policies of such communication on the part of political actors in the present-day century.

The epoch of digital brought changes to the way information flows which are now unstoppably circulated on the Internet, especially, social media, and Twitter all around the globe. The Republic of India remains to be one of the world's largest democracies with the correspondent electoral landscape illustrating diversity and distinct cultural peculiarities. As Iyengar draws, "about 900 million Indians are eligible to vote in this election...the scope for social media to be abused to manipulate voters has never been greater (Iyengar, 2019)." The size of the population of India and available access to the resources of social media lead to aggressive campaigning running in the country. As compared to TV, Agrawal states, "the narrative who's up or who's down, who's smart and who's not, that agenda gets set by social media in a way that TV was never doing before (Singh & Agrawal, 2020)."

Social media is a part of non-mass media where citizens often generate content by participating. Although using an integration of technology with elections may have a different motive, authors posit that social media fosters online political engagement by bridging the gap between politics and citizens through interactivity and personalization. Therefore, political parties have started framing online communication strategies, unlike traditional media either to disseminate a message or to influence the public (Kaur & Verma, 2018b). Initially, in 2008 and 2012, Barak Obama laid a successful online campaign for mobilizing voters and for raising funds. Thereafter, online campaigning has gained popularity among politicians and political parties around the globe. Wherein Facebook, Twitter, and YouTube are among the most used social media platforms for political purpose in the last ten years and have become an essential tool for political campaigning (Towner & Dulio, 2014). The recent elections in India have been contested by two principal parties, the Bhartiya Janata Party and the Indian National Congress, also known as the Gandhi Party. The former, which is a right-wing nationalist party with the ambitions of the Hindutva and the greater emphasis on economic development and the country's national security, has been getting increasingly popular over the course of the past

years. Meanwhile, the latter, the Indian National Congress, led by Rahul Gandhi, has managed to become established as a center-left party supporting secular, socialist, and inclusive perspective. In both cases, a variety of social media platforms is used to promote a particular image and announce the candidates' positions (Antil & Verma, 2021). The present study has considered the best social media platform for analysis is Twitter as it is widely used micro-blogging social media platform for political campaigning and in India, Twitter is the largest platform used for sharing political information, establishing a connection, and expressing preference or contradiction towards parties or candidates. The second reason is that the data is easily available to collect through API on various parameters. On the other hand, Facebook has imposed some restrictions after the reports of Cambridge Analytica (Kaur et al.). Moreover, researchers, journalists, political parties, and citizens consider Twitter as an indicator of political trends.

In India, Twitter was used mostly by Indian politicians during the 2014 electoral campaigns respect to the use of social media, all political parties of any country would have primarily exploited social media the Indian General Election 2019, where “I am also a watchman” (MainBhiChowkidar) was the most popularly used campaign on social media by the country's leading political party, Bhartiya Janata Party (Kaur & Verma, 2018a). The Facebook page of the Prime minister used this slogan for the campaign, and it remained the most viral campaign as the country's prime minister Narendra Modi became the popular prime minister selected by the world more than once. The unlimited use of social media speech by the political priest during the Indian general election, when the Model Code of Conduct is set, is showing bad effect on our country. The Twitter campaign #MainBhiChowkidar has received approximately 1.5 million mentions. In contrast, the tweet posted by prime minister Narendra Modi, which had the hashtag #MainBhiChowkidar received about 55,000 retweets and more than 1,50,000 likes, which was considered a highly engaged tweet. Later on, the general public

started using “MainBhiChowkidar”, and it is required to explore content shared by the public in response to this campaign to have better insights into online participation, which results in the success of the campaign at different locations (Kaur et al.).

The Indian Elections of 2019 marked a significant event in the country's democratic history. With a staggering 900 million eligible voters, India stands as one of the largest democracies globally. The electoral landscape is characterized by immense diversity, reflecting the myriad cultural values and socio-political ideologies across the nation. Social media, particularly platforms like Twitter, has become increasingly recognized for its utility in political branding and advertising, especially amongst politicians in India (Antil & Verma, 2021). Beginning as one of the few well-known politicians who had invested in a Twitter presence, Modi's evolution and significance of Twitter, in the politics of India can be seen from the 2009 parliamentary election. However, it was in the 2014 parliamentary election when the changed landscape of Indian political campaign witnessed a revolutionary shift and a trajectory under this piece of technology (Ahmed et al., 2016; Antil & Verma, 2021; Pal et al., 2017). The 2014 elections saw the political parties, particularly the BJP and INC, use Twitter with untold benefit in the planning and running of their campaigns. The BJP, led by Mr. Narendra Modi, was the greatest user of Twitter; it utilized the application to good effect in informing and engaging with their supporters (Ahmed et al., 2016; Kumar et al., 2016a; Pal et al., 2017). Therefore, as was previously mentioned, the fact that in 2014, the BJP has won the election to the lower house of the parliament, was promoted specifically by the political parties' understanding and the effective use of the given online social media platform, that is, twitter (Ahmed et al., 2016)

As for the INC, in the issues connected to the formation of a superior, stronger brand presence, the struggles were experienced by Rahul Gandhi himself. The main cause for that is the relatively low levels of social media, including twitter usage. Rahul Gandhi did not even

have a twitter account until 2015 – which was especially disastrous for INC’s efforts to communicate with their voters (Ahmed et al., 2016; Pal et al., 2017; Safiullah et al., 2017). Subsequently, the INC’s inability to use social media to evolve a robust brand presence and inspire the voters’ trust in brand Rahul and his party contributed to the BJP’s massive victory in the parliamentary election and the decline in the INC’s seat count in the lower house.

Nevertheless, recent updates signify a transition in attitudes, particularly on the part of Mr. Gandhi, to an ever-growing realization of the power of Twitter. A considerable increase in the number of followers of Mr. Gandhi’s handle has become one of the first and most prominent manifestations of such a trend. To illustrate, in July 2017, he had 2.49 million followers; by September of the same year, the count had increased to 3.4 million, and by July 2018, it has reached the point of 7.2 million followers. Since that time, it has also increased further. Therefore, the given development suggests that more people, in general, and in the political establishment, in particular, have realized the importance of Twitter in spreading information and subscribing to the points of view promoted by politicians and public persons (Antil & Verma, 2021). It should be noted that the 2019 elections have been described as especially scandalous and cruel; moreover, they were marked by the extensive use of Twitter and similar platforms by both parties. Since the number of users of social media in India is tremendous, all parties and candidates use a variety of approaches to convey their messages and inform the public about their intentions and events.

Political tweets are an essential unit of analysis in terms of political communication and persuasion in the age of digitalization. Owing to the limitation of text and rapidity of information shared on social media platforms, such as Twitter, the nature of the content of political tweets is shaped by the existing peculiarities of the debates they are meant to fuel and the position they are expected to support. As a result, when it comes to political tweets,

persuasion becomes the discursive framework that encompasses a comprehensive range of techniques (Kouloumpis et al., 2011).

As Atkinson argues, persuasive performance in political settings can be delivered in a variety of ways, including the creation of an emotional appeal, the use of a particular rhetorical device, the creation of a frame, the deployment of symbols, and the development of a particular narrative. A somewhat academically focused paper, Atkinson's work aids in identifying the techniques for persuasion and understanding the ways in which they are employed in political tweets. In fact, the results of the analysis of the persuasive techniques used in political tweets shed some light on the strategies applied to persuade the audience in a particular point of view by a political party or its supporters to gain popular support in an election campaign (Kouloumpis et al., 2011).

#### Twitter Usage in Political Communication

In the several last years, Twitter has become the effective instrument of influencing political consciousness. Politicians now have the liberty to directly engage with their followers and to build a strong linkage through tweets. Politicians can make audiences get a first-hand experience through Twitter which is not possible with other intermediary media. Twitter has also become platform where a political candidate can engage and convince the most qualified voters (Johnson, 2012). The candidate tweets about their views, action, plan, and opinion to help voters to make more informed decisions. Similarly, followers respond and extend their views and support using engaging in conversation, a post like or by re-tweeting. All of this interaction happens in real-time which makes Twitter a medium of immediacy, information, and interactivity (Johnson, 2012). Twitter has recently increased the limit of text to 280 characters in each message which can be further enhanced by including messages through the link to share video, audio, text, and images to the target audience. As a result,

Twitter provides the scope of a detailed conversation between a candidate and its followers. It has been observed that the audience reacts to the emotional and engaging message with the same vigor as intended by the sender. The limitation of character is not a hurdle rather it becomes a facilitator in creating more thought-provoking and persuasive messages (McGregor et al., 2017).

### Rationale of the Study

The Indian Elections 2019 were chosen for the analysis of persuasive techniques in “Analyzing Persuasive Techniques in Political Tweets” for several reasons. First, they represented a significant event in the political life of India as the largest democratic exercise featuring over 900 million voters. The event has attracted enormous attention of the audience within and outside the country; therefore, it could be regarded as one of the major contexts allowing analyzing the role of Twitter and other social media in the political life of the countries. Secondly, the Indian Elections 2019 saw a significant growth of the social media platforms’ usage, which was a predictable outcome of the general tendency towards the further significant invasion of digital technologies in the country’s political life. Twitter represented one of the arenas of this political activity, a platform designed to spread various messages, interact with followers, and form a political position in the minds of the voters. Considering this aspect, the study of the Persuasive Methods of Indian Political Tweets can give some insight into the evolution of online political communication in India.

Moreover, the policy of the Indian Elections 2019 was distinguished by the previously unseen level of the parties’ polarization and confrontation, which seems to be a good occasion to research consideration the parties’ different rhetorical strategies and logical fallacies used to deliver the persuasive messages. Working with this particular event, the thesis aims to extend one’s knowledge of the new tendencies in Indian political discourse, paying special attention

to the arguments of the Indian National Congress and the supporting groups of the Bharatiya Janata Party.

The researcher chose to focus on the Indian elections 2019 as they are a significant event in international politics. Because it is believed that the online political discourse represented on Twitter concerning this event can provide valuable insights into the current operational strategies of participating politicians. Moreover, while other electoral events, such as the 2014 India elections or recent regional elections, could offer interesting results, the choice to research the 2019 Indian elections allows to present the most up-to-date information on the current state of Indian politicians' use of Twitter for online political communication. Overall, researcher based the selection of topic on the relevance of the studied event and probability of obtaining results of interest. Considering that the research focuses on persuasive strategies used by Indian politicians on Twitter, it is safe to say that the findings will allow for a better understanding of the nuances specific to Twitter-based online political communications and its impact on democracy and governing in the country.

### Research Objectives

- To analyze the persuasive techniques employed in political tweets by supporters of the BJP and the Gandhi Party during the Indian Elections 2019.
- To compare and contrast the motivations of supporters of the BJP and the Gandhi Party.
- To examine the rhetorical appeals utilized by supporters of each party in their tweets.
- To investigate the behavior of supporters towards their respective party leaders as reflected in their tweets.
- To conduct a comparative analysis between the rhetoric of BJP and INC, aiming to identify similarities and differences.

- To examine how the tweets sent during the first days of election, differ from the tweets sent in the last few days of election.

## Literature review

Social media platforms' rise has brought about significant changes to political communication. The use of Twitter, among other platforms, offers political actors a way to get their message across and interact with voters like never before. Therefore, analyzing the effects of political tweets is a budding research area as political parties across the globe use these social networks to employ a range of persuasion techniques to influence and mobilize the public. This review aims to examine the relevant studies to understand and analyze the persuasive techniques in political tweets of the Indian Elections 2019. The research objectives include identifying the employed persuasive techniques of the BJP and the Gandhi Party supporters and comparing motivations. The literature review will also examine the rhetorical appeals noted, as well as a follower's attitude towards party leaders. The comparative analysis between BJP and Gandhi Party supporters will also be discussed, and the literature examining the US political tweets will also be compared.

Political communication in the digital era has been significantly affected by the emergence of social media, which promoted multiple opportunities for political actors to interact with citizens, provide them with necessary information, and mobilize their support. According to Bennett and Segerberg (2012), social media are democratically meaningful because they give citizens an opportunity to interact directly with political elites and meaningful participation (Bennett & Segerberg, 2012). However, several concerns have been raised in the literature regarding echo chambers, filter bubbles, and miscommunication on these platforms (Terren & Borge-Bravo, 2021).

Some studies in the area discussed the mechanisms of agenda setting, framing and the role of algorithms in political communication on social media. For instance, Barberá et al. (2019) studied the dynamics of agenda setting on Twitter during the 2012 US presidential election and found evidence of elite-drive and citizen-driven agenda setting (Barberá et al.,

2019). Lazer et al. (2023) discuss how algorithms curate social media and how personalization algorithms condition the information environment of the social media thereby polarizing the views and isolating individuals in the bubbles of their beliefs (Lazer et al., 2023).

### Persuasive Techniques in Political Communication

Political communication is heavily reliant on the concept of persuasion. Put simply, political actors use various techniques to persuade people to adopt their position, effectively forming people's opinions and shaping attitudes towards different political actions or policies. Scholars have described many persuasive techniques and strategies that are commonly used in political communication – such as emotional appeals, fear mongering, framing, rhetorical devices, or narrative construction. For example, Druckman (2011) tested different framing techniques and analyzed how they affected the public's opinion of different policy outcomes. He concluded that framing can substantially impact people's perceptions and preferences (Druckman, 2011).

Several researchers have considered the problem of convincing people. On the one hand, the problem has been addressed in the context of political discourse, where the researchers analyzed the role of language and symbolism. On the other hand, some scholars used some theories of rhetoric and persuasion to explain the process. Thus, Lakoff (2015) proposed a theory of “frames” that aimed to explain the way in which people perceived information linguistically. In contrast, Grice (1990)'s principle of conversation was introduced to show how people communicated and came to some conclusions. Therefore, the topic can be analyzed, and significant information can be extracted if persuasive techniques are described and observed (Grice, 1990; Lakoff, 2015).

## Analysis of Persuasive Techniques in Political Tweets

There have been several studies investigating the persuasive techniques used in political tweets, shedding light on strategies of various actors. Johnson and Gelman carried out a content analysis of political tweets from the US elections, and they observed several techniques such as use of emotions, framing, and use of language intensity. In the study of the persuasive strategies of various political parties that were tweeting during the Indian Elections, Gupta et al. found several techniques, including slogans, hashtags, and personalized appeals (Gupta et al., 2024). I think that social media is now not just a powerful tool for political advertisement but also an important tool for opinion expression worldwide (Kalampokis et al., 2017; Safiullah et al., 2017). Various studies also were done such as Tumasjan et al. (2010), Zhou et al. (2013), Rathore et al. (2016), about twitter data that determine the propensity of election outcome. These studies emphasize that tweeting frequency of rival political parties during election campaign on twitter can facilitate in forecasting the success of one resembling party and failure of the other (Rathore et al., 2016; Tumasjan et al., 2010; Zhou et al., 2013).

However, Sang and Bos (2012), Jungherr (2013), and Suresh and Ramakrishnan (2015) conducted studies that found that tweets are not predictive and “the inherent interactivity of Twitter does not directly translate into high vote shares” (Jungherr, 2013; Sang & Bos, 2012; Suresh & Ramakrishnan, 2015). Also, Kumar et al. (2016b) in the case of India presented relations between political brand-making with the help of social media and the results during elections. It was possible to find that “emotional connect is an important facet of political branding through social media” (Kumar et al., 2016b).

Twitter is used as a weapon to carryout elections conducted in India. Pal et al. (2017) concluded that twitter is the best medium to influence large segment of young, freshers’ votes (Pal et al., 2017). Several studies were conducted around communication style in the tweets which is related to our present study. For instance, (Rathore et al., 2016) conducted two-month

tweets analysis and the communication style of women CEO worldwide. They used software like NVivo and R-studio for the analysis. Similarly, Zhou et al. (2013) studied to detect the sentiments in twitter used in campaigning for Australian elections. They focused on the tweets made by the top two important leaders out of so many tweets (Zhou et al., 2013). Per their analysis, they developed a tweets sentiment analysis model. The TSAM is comprised of three modules: feature selection, sentiment identification, and sentiment aggregation and scoring. They contended sentiment analysis associated with a lexicon is useful and feasible. However, some investigators like Gupta et al. (2024), Singh et al. (2017) and Usherwood and Wright (2017) have leveraged the Python and Text Blob instruments to harvest and analyze Twitter data.

Singh et al. (2017) conducted research on Twitter sentiment in Punjab legislative assembly elections of 2017 (Singh et al., 2017). In their papers, they used a machine learning approach. Sentiment analysis or opinion mining is, as defined by Liu, “the study of opinions, sentiments, and emotions in the text using computational techniques” (Liu, 2022). The authors found that on average tweets posted by one of the parties, Aam Aadmi Party, are more polar that is are more expressive to a higher degree of emotions which could be both positive and negative compared to the rest of the parties in the contest. Moreover, it was claimed that many political parties till date use the traditional style of campaigning and they do not depend on social media for the same. (Safiullah et al., 2017; Salunkhe et al., 2017). The reason being that most part of our country has low literacy rate, no electricity and low Internet and social media penetration, hence the regional parties working in these states do not support social media campaigning as they consider this as wasteful uses of resources.

## Comparison of Motivations and Rhetorical Appeals

Understanding the motivations driving supporters of different political parties is crucial for analyzing their persuasive techniques. Research by Sharma (2023) explored the motivations of BJP and Congress supporters in India, revealing differences in ideological allegiance, socio-economic background, and identity politics (Sharma, 2023). Additionally, studies by Kumar and Singh (2020) delved into the rhetorical appeals used by Indian political parties, highlighting the significance of ethos, pathos, and logos in shaping public opinion. During the 2019 elections, the greatest change came in the form of a shift away from the discourse of development and promises towards fearmongering, celebrating India, and depicting Modi as the messiah of development and patriotism (Ullekh, 2015). The party leveraged WhatsApp as the main private communication platform through which political images or videos containing “fake-news, hyper-nationalism, and sectarianism” would be circulated. It seems that the key message to come out of the 2019 social media campaign was that “modi hai to mumkin hai” or “if modi exists, everything is possible” (Bansal, 2019). In the 2019 campaign, the party’s separation of its social media targeting strategy became more pronounced. “The Fifty-Fifty program provided a strong platform to schedule content in such a way that political branding was shared among two equal halves: Future Vision (in support of Narendra Modi’s message) and Ideological and Religious Polarization” (Ullekh & Shah, 2018). The content of posts became more polarizing than in 2014 and was based on the ideas of Hindutva promoted by the Rashtriya Swayamsevak Sangh, the BJP’s parent body. Modi’s image emphasized that he spoke for all Indians but subtly expressed his Hindutva commitment (Mahapatra & Plagemann, 2019). The BJP’s social media strategy was spearheaded by an exclusive “War Room,” which consisted of only core party members and was led by party president Amit Shah. The IT cell was made up of a large paid workforce and volunteer base, which helped to promote a Hindu nationalist identity along with the party’s focus on development. Religion and patriotism were

used to incite the fervor of supporters and to attack opponents, with critics being often dismissed as “anti-nationals” (Bansal, 2019)

The party’s digital campaigning utilized different strategies, such as troll armies spreading hyper-nationalist and Islamophobic perspectives, generating fake news and videos, and propagandizing through WhatsApp forwards (Goel, 2018). WhatsApp became a significant tool for hyper-local messaging and spreading disinformation, reaching out to the voting population in areas where other social media would not be as effective (Ullekh & Shah, 2018). Yet, on the other hand, the BJP’s social media campaign can be seen as the epitome of the highly controversial combination of digital and populist politics. More specifically, the latter was defined by the use of technology to influence audiences and enlist people’s active support while using social media for the purpose of mobilization, propaganda dissemination, and opinion making (Goel, 2018). Therefore, it is possible to argue that the BJP ventured on a highly effective strategy. However, it should be noted that its effects can be viewed as quite detrimental too as polarizing the electorate, social media campaigns pose a considerable challenge in the context of the democratic process in general (Goel, 2018; Mahapatra & Plagemann, 2019).

The Indian National Congress or INC historically one of the laggards in social media campaigning, began to ramp up its online communications from May 2017. The party is mainly associated with centrist-leftist tendencies and is predominantly secular. Furthermore, there is information that the BJP is trying to use soft Hindutva aspect while performing political functions. It is generally considered to be a more reliable and comfortable form of democracy. It seems to differ from the exclusivism associated with BJP and its attitude toward minorities. (Mahapatra & Plagemann, 2019).

There is a profound alteration in the way the INC utilizes social media since its days of right-leaning populism since the 1980s. The INC has adopted what can be called “soft-

Hindutva” politics (Pradhan et al., 2018). The INC had been rained with a plethora of criticisms, with the BJP claiming that the INC is a party for Indian Muslims. The INC has constantly come out to defend this aspersion by posting images that prove that Rahul Gandhi uses Hindu symbols and rituals such as visiting a temple. The INC is trying to position itself as a party that recognizes and appreciates all religions in India and seeks to create an environment in the country where all faiths can thrive (Talukdar, 2018). In the run-up to the 2019 elections, the INC’s social media campaigns departed from past ambiguities, aligning more closely with the BJP’s tactics. The party placed Rahul Gandhi at the forefront, projecting his Hindu identity and positioning the BJP as a pro-corporate, anti-people government—this highlights the operation of a resonant ‘squaring the circle’ tactic by the INC and its mimicry of the BJP’s approach (Pradhan et al., 2018). Although the engagement with the party was facilitated through crowdfunding and some leaders, the level of penetration of INC in social media was much lower than for BJP, conditioned by financial aspects. At the same time, the company’s campaign was like BJP in many respects. The company used aggressive rhetoric, propaganda techniques, and criticism of governmental measures (Ulleksh & Shah, 2018). The INC harnessed the potential of platforms such as WhatsApp for reaching the masses, and its campaigns included initiatives such as the launch of Project Shakti, targeting workers in the party’s ranks. By enabling the live streaming of its leader’s addresses and utilizing WhatsApp for the purposes of the hyper-local approach, it managed to address the electorate using digital channels. The considerations reviewed above suggest that the INC not only utilized the extremist online campaigning but also employed social media platforms in the most efficient way, stressing the party’s recognition of the significance of digital communication in modern politics (BHARADWAJ, 2018).

## Comparative Analysis between BJP and Gandhi Party Supporters

Comparative research contributes to the understanding of distinctive communication strategies and ideological appeals of rival political parties. For instance, the studies conducted by Conover et al. and Bode et al. revealed the differences in the tone, language, and framing between the supporters of two major political parties. This data is crucial to understanding the nature of online communication and the ideological struggles and differences between supporters of different parties. It is, therefore, not surprising that political parties would work to exploit the force of celebrity, whether embodied by their own politicians or other public figures. Much of the work on the BJP's political messaging has been concerned with the party's use of social media and influencer culture in India. Modi's own public relations apparatus made extensive use of this phenomenon, a process that began in the early 2010s when his image was that of a Hindu hardliner excluded by the United States government and a pariah for the diplomatic community, propelled by his experience in Gujarat with the riots (Kommiya Mothilal et al., 2022). Television and affiliations with stars such as Bollywood actors Amitabh Bachchan and Ajay Devgn were used to mainstream Modi (Pal et al., 2016; Visvanathan, 2013). Stars were mentioned not only during galaxy-themed campaigning and healthcare reforms but, at the same time, were one of the instruments used to present him as a nice and friendly leader at presentations and public appearances. And the whole of that positive scripting continued into the 2014 general elections, with its focus on dreams and aspirations (Kaur, 2015). The various ways through which the BJP sought a social media connection with people—using influencers, memes, adverts, and personalized a shirt with the pictures of people tweeting about the party – made up a sizeable portion of the Modi regime's political playbook (Chadha & Guha, 2016; Govil & Baishya, 2018). The many methods used by the BJP to remain the dominant face for Indian people on social media help to deflate the ideas that opposition parties in India, and many other countries as well, have not yet been able to harness technology or

linguistic strategies in support of a political campaign (Pal, 2015; Sinha, 2017). This was no different for Modi, who carried this celebrity engagement beyond the campaign trail and into his first term, where he extensively interacted with influencers as ambassadors of state programs (Rodrigues & Niemann, 2017), and expanded it into his soon-called signature style of selfie diplomacy (Baishya, 2015; Pal, 2017; Rao, 2018). The interaction of Bollywood's several immensely popular film stars, including Akshay Kumar and Anupam Kher, were seen as Modi's outreach side by side against social media trolling on the artists and stars who did not see eye to eye on their politics, setting up Bollywood as one of the nodal sites for cultural nationalism (Menon, 2020; Mitra, 2021).

### Investigation of Supporter Behavior

Certainly, the behavior of political supporters toward their party leaders is one of the areas of political engagement that could be further studied. For instance, Bhattacharya and Dutt conducted sentiment analysis of the tweets reflecting the Indian Elections and found interesting patterns of praise, criticism, and loyalty. Mishra et al. explored the role of Twitter in creating the image of a leader. Both articles provide insights into the topic of the behavior of political supporters in several ways.

The timespan from India's 2014 general election to 2019 elections was a period of an evolutionary transformation of the role of social media in Indian politics. The 2014 general election was a landmarking point of the time, characterized by record voter turnout, and the general desire for change among voters. The desire for change was spearheaded by social media which had gained prominence due to the emergence of anti-incumbency sentiment as well as from the emergence of digital activism culture (Mirchandani, 2018). The election was marked by the debut of social media as the key barometer of public opinion, as well as by the recognition of its potential by political organizations as a potent means of communication to

connect with voters. The 2019 election cycle sealed the transition from the 2014 election as the social media truly became the main communication tool for India's political parties. The increasing prevalence of smartphones and social media usage among the nation's youth only bolstered digital platforms' influence on political discourse (Bradshaw & Howard, 2018). Although this type of social media democratization gave rise to a great deal of leadership discussion, it had its shortcomings in terms of professionalization and ethics. On the one hand, it could be considered that this type of social media became a platform for democratic expression. However, on the other hand, it was a ground for more aggressive political discourse and polarization in communication. Political parties did not have to be afraid of traditional media gates and promoted the use of religion and caste in public communication to gain support and deepen social division (Bradshaw & Howard, 2018). Reports from academia and the news media confirmed the proliferation of hate speech and dog-whistling posts on social media. This development worsened inter-communal relations and fueled political polarization. The 2019 general election campaign saw similar trends. India's two biggest parties, the Bharatiya Janata Party and the Indian National Congress, in their campaigns on social media posted a lot of polarizing content (Jaiswal et al., 2018). A comparative study of their social media strategies would reveal the persuasive techniques used and their respective ideological narratives. Regardless, the issue of social media in terms of polarization concerns not only domestic politics of India, but also discussions related to the Indian foreign policy and related international opinions towards India (Jaiswal et al., 2018). Summing up, the profound analysis of most of the appeal types of the political tweets collected in the sample gave a clear understanding of both negative and positive aspects of such a type of political communication in terms of the Indian Elections 2019. (Mirchandani, 2018). Social media was among the latest digital technologies, like smartphones and the Internet, and among other forms it transformed the practice and the theory of political communication and affected the politics in India greatly.

Hence, the examination of the social media dynamics can help us understand a lot about modern Indian political communication and democratic system in general (Mahapatra & Plogemann, 2019).

### Comparative Analysis and Cross-Cultural Comparisons

Comparative research papers analyzing the rhetoric of supporters of different political parties are useful to better understand the peculiarities of ideological divisions and their discursive reflection. For example, Varughese and Semetko (2022) analyzed the tweets of BJP and Congress supporters to define the differences in communicative styles and focus (Varughese & Semetko, 2022). To provide a real-life example of the definition of the advantage of universality or uniqueness of persuasive strategies based on given tweets shared by either Indian or US political figures on their political labels. For example, research scholars developed a sample of Indian and US tweets to analyze the make politics great again: the role of culture and norms. (O'Boyle & Haq, 2021). Supporters of different political parties have different ideologies and rhetoric and compare studies between the two to provide insight into the different rhetoric used. Scholars established the rhetoric by BJP and Congress supporters, concluding that the 'BJP use an assertive and positive framing of messages that are oriented towards development and promoting the party's positive work, while the Congress supporters use more negative language and attitude as compared to BJP supporters' (Kumar). The researcher has looked at this rhetoric and compared it to US political tweets to ascertain the shared or unique orientation used.

The study aimed to understand how supporters of the rival parties used the same linguistic resources while being in different political contexts. Similar to the study by Smith and Patel, the researchers considered the differences in communication norms and culture to interpret the findings (Kumar). The research indicates that BJP supporters use linguistic

markers indicating being precise, implicit, individualistic, and tough, while INC supporters are precise and collective and use hedges and generalizations.

Based on research, it is noted that BJP supporters use an assertive voice and nationalist approach, while Congress supporters focus on inclusivity and highlighting social welfare problems. Analyzing the language, tone, and frame of tweets, it has been beneficial to have an opportunity to learn about the existing divides in India and the way political supporters of different parties express their position. Once more, a different perspective could be obtained and stronger claims could be made if political tweets were analyzed and compared by culture (Mondal et al., 2023). In the cross-cultural Twitter-use peculiarities of Indian and American political actors study conducted by Joshi et al., a discussion of the results demonstrates that both common and distinct features of these activities were defined. The obtained results show that Indian politicians' Twitter interactions are focused on emotional mobilization and identity politics, while their American counterparts are more interested in the policy and "talking to people" . Despite the presence of some peculiar similarities, the patterns of online presence have not a complete mutual agreement but differ regarding the peculiarities of a local culture of communication in a analyzed political context (Joshi et al., 2016).

The presented literature review can be beneficial for the introduction of the research paper that is focused on the comprehensive examination of several persuasive techniques that are likely to be present in political tweets made during the Indian Elections 2019. The research in question is intended for a variety of goals that range from understanding several persuasive techniques, to an understanding of the fans' motivations and meaning of supporters' actions towards the party's leaders, rhetorical appeals, comparative studies, to cross-cultural issues. The analysis of the use of persuasive techniques in political tweets at the time of the Indian Elections 2019 is a complicated subject which implies the examination of various communication, motivational, and behavioral aspects. Although the present-day literature

reveals the themes that the supporters of each party use, as well as their motivations for doing so and the appeals which they make the public to investigate, nonetheless, it is necessary to perform deeper research regarding this topic area in the context of social media. Furthermore, comparative, as well as cross-cultural, analysis, can help researchers to examine the phenomena of political communication more purposefully and come to valid conclusions.

### Research Question

- Is the rhetoric of the majority of BJP supporters equivalent to the rhetoric of the Gandhi party: are they saying the same thing or emphasizing different things?
- What is the comparison and contrast between the motivations of supporters of the parties, rhetorical appeals, and supporters' behavior regarding the party leaders?

### Research Hypothesis

- H1: There is a significant difference between the rhetoric of BJP supporters and Gandhi Party supporters during the Indian Elections 2019.
- H2: There is high association between supporter behavior towards party leaders and their respective party affiliation during the Indian Elections 2019.
- H3: Tweets sent during the election will contain more negative sentiments and emotional language than those sent several months before.

### Theoretical Framework

The theoretical framework section corresponds to the foundation of the research, which provides a conceptual framework for considering and analyzing the proved subject (Varpio et al., 2020). In the chapter under consideration, the researcher discusses the theories and models

from the domain of social psychology and communication studies that may apply to the investigation of the topic of the study “Analyzing Persuasive Techniques in Political Tweets during Indian Elections 2019.” The theories and models discussed in the chapter would help understand what political party’s fans are driven by, how they are led to act (Grover et al., 2019).

The chosen theories are used to analyze the complex sides of political communication during the election campaign. With the help of the broadly developed tools such as Social Identity Theory, Framing Theory and others, it is possible to realize the way and the reasons for the nature of the coverage of BJP and the INC during the Indian Elections 2019. On the one hand, with the help of the given theoretical basis, it is possible to analyze the political tweets and points of their persuasion in a proper way, and on the other hand, to assume regarding the question of whether social media could play its role in terms of the creation of political speech and, in such a way, the appearance of social opinion.

### Social Identity Theory (SIT)

Social Identity Theory was developed in 1979, by Henri Tajfel and John Turner. According to this theory, a significant part of the identity of a person is provided from the social collective in which they find themselves (Tajfel et al., 1979). It assumes that people categorize themselves and others as members of certain social groups, and their own self-esteem depends on the success and status of the groups to which they belong. At the same time, individuals have more positive attitudes towards their ingroup than to outgroup members. Overall, Social Identity Theory emphasizes the importance of groups in defining and directing an individual’s behavior (Tajfel et al., 1979). This theory predicts the behavior of supporters of the BJP and the Gandhi Party and the reasons for their conclusions regarding the label and the quote from political tweets.

### *Application of Theory*

Supporters clearly follow the positions of their parties due to their social identity and attitude to parties they belong to. As soon as their own social identity depends on their political orientation, representatives of the BJP will either highlight the positive sides of their party in the tweet they have written while ignoring the success of their competitors, or they will highlight some negative sides of the rivals to distance themselves from them. At the same time, representatives of the Gandhi Party will look for weak spots in the post they have written about themselves.

Social Identity theory is used to analyze how people derive their identity from social groups and their behaviors and attitudes (Hogg, 2001). By analyzing the political tweets of the Indian Elections 2019, researcher gain insight into how supporters of the BJP and the Gandhi Party engage in intergroup dynamics and how they exhibit biased attitudes towards the opposing party.

**Motivations of Supporters:** Social identity theory predicts that supporters' motivations are influenced by social identity which is dependent on group membership – BJP or Gandhi Party (Hogg, 2001). It is likely that BJP supporters demonstrate a sense of identity and belonging, therefore, they are motivated to promote the BJP party and criticize the Gandhi Party. Thus, Gandhi Party supporters would also engage in biased supportive behavior and be motivated to promote the principles of the Gandhi Party.

**Rhetorical Appeals:** Supporters will employ rhetoric that speaks to their social identity. Supporters are likely to use persuasive techniques to appeal to back party values and incite action from their fellow party members, other means to criticize the rival party, and contesters.

**Supporters' Behavior:** Social identity dictates behavior towards party leaders. Hence, supporters are likely to exhibit behavior that supports their party leaders and criticizes other

party leaders. If the social identity is positively established with belonging, then supporters are likely to show loyalty towards their leaders.

### *Framing Theory*

Framing Theory, which was proposed by Robert Entman in 1993, asserts that the way information is presented or framed “powerfully shapes the information, leading audiences to predict, infer, elicit or repudiate details they may not even have been shown” (Entman, 1993). Thus, framing selects and emphasizes particular aspects of an issue or object while disregarding or downplaying others. “Frames are central organizing ideas that determine how something is perceived meaningfully” (Entman, 1993). Overall, frames are considered to shape how individuals think and make sense of the world. It is possible to apply this theory to research questions mentioned above and assume that Framing Theory can help to predict the comparison and contrast of the motivations, rhetorical appeals, and behaviors of the supporters of the BJP and the Gandhi Party.

### *Application of Theory*

Framing Theory allows asserting that the supporters of these parties are likely to frame the political issue or event that allows understanding the manners, rhetoric, and actions of their preferred party (Chong & Druckman, 2007). For example, when considering their motivations, BJP supporters may frame their party’s policies as conducive to an economic boom and improvement in national security. However, members and supporters of the Gandhi Party may present their party’s policies as driving a positive social change leading to liberty and equality. Both frames reflect the supporters’ values and interests of the political parties.

Framing Theory explains how the way information is presented influences people’s attitudes and perceptions. The use of the Framing Theory in the context of “Political Tweets

during the 2019 Indian Elections” will help to understand the incentive of the BJP and the Gandhi Party’s supporters (Chong & Druckman, 2007). They frame the political issues but the role of their party leader in a way that both parties considered as advancing their interests. Then, according to the Framing theory it is believed that supporters of the BJP and the Gandhi Party tend to frame the political message differently depending on audiences. The BJP supporters are expected to intensively discuss security and economic development. Moreover, the Gandhi party’s supporters would continue framing issues differently emphasizing the social problems of political exclusion and inequality.

The Framing Theory explains the motivation of the BJP and the Gandhi Party supporters. The motivation of the BJP supporters could be to achieve the economic success presented as a closed transformation frame. The reason why the Gandhi Party supporters tweeted is that people see the orientation of this Party to address the problems of social inequality and welfare of Indian people. With the help of the Framing Theory, it is possible to understand how BJP supporters and the Gandhi Party supporters frame their leaders and their opponents. To begin with, they tend to portray their leader as competent professionals and visionary individuals as well as represent the opposition in a negative light.

In conclusion, the theoretical framework chapter serves as the foundation for the empirical analysis of the persuasive techniques used in political tweets during the Indian Elections 2019. Having examined the Social Identity Theory, Framing Theory, as well as other concepts and principles discussed in the chapter, the researcher has identified a range of essential features that can be connected to our research questions. Overall, these theories help gain a better understanding of what motivates people who support certain political parties and how they behave when using digital tools to spread their arguments. In other words, these concepts may help identify the way social media users employ persuasive techniques when they talk about the BJP and the Gandhi Party. By effectively applying the existing theories to

the analysis of political tweets, the researchers intend to identify certain patterns and regularities that allow drawing a particular image of political communication in the age of social media. Ultimately, the findings of the theoretical framework chapter help move forward to the empirical analysis of how political supporters use social media and the outcomes of such a practice, providing the basis for the further interpretation and analysis of the data.

## Research Methodology

Research methodology is a sketch which skeletons how the study is being conducted. The research methodology is the plan for a systematic investigation of the persuasive techniques used in political tweets made during the Indian Elections 2019. This section elaborates on the framework, approaches, and methods used to achieve the stated research objectives. The methodology mainly includes a description of the research strategy, research paradigm, research approach, and research design, which overall illustrate the methods of data collection, analysis, and interpretation. Moreover, such critical elements of research as population, sample type, and size, as well as tools for data collection and ethical considerations, are included to ensure the validity and reliability of the research findings. Overall, subsequent sections present the elaboration of the above-mentioned sections of the research methodology, detailing the steps to gain new knowledge about the political activity on social media during elections.

## Research Strategy

The research strategy used for this study is a mixed method. A mixed method of both qualitative and quantitative technique was applied in this study. It helped in analyzing the kinds of persuasive techniques used in political tweets during the Indian Elections of 2019 with both the textual analysis and statistical analysis of some important metrics of engagement. This kind of study helps to see the whole picture and helps in perceiving human angles of things (Creswell, 2021). Even though quantitative studies provide us with the opportunity to test specific hypotheses and to facilitate comparison, they are not beneficial for our purpose of understanding the reasons of the behavior which we observe. Qualitative methodologies can help the studying of human behavior because of several reasons: they can help to enrich our understanding of the ‘lived experience’ of the study participants and they can help to

understand the underlying reasons and motivations (Willing, 2013). The choice of research strategy depends on what type of research questions the study has. The research questions of this particular study are quite elaborative and require the opinions of research participants. Therefore, research questions and the purpose of the research were the reasons for making this choice. They are to be answered subjectively, not objectively.

### Research Paradigm

One of the first things to consider when devising a research plan is the philosophical aspect of research: the ontological and epistemological considerations (Bryman, 2016). This research is in the subjectivist viewpoint of the ontological paradigm, in which reality is not fixed but varies from person to person, hence the focus of the present research on capturing different individuals' experiences. In addition, this study is in the interpretivist research paradigm as it seeks to understand the subjective experiences perspective of Twitter users and their uses of persuasive discourse to interact with the public as seen in the Indian elections' context. In other words, this research accepts the socially constructivist nature of language and discourse and recognizes that meaning is context-dependent and that persuasive communication in the political realm is a socially constructed category.

### Research Approach

The research approach in this study refers to how the researcher organizes and conducts the process of examining the research data. This process is important at different levels, including data collection, data analysis, data interpretation, and assumptions about the outcome (Woiceshyn & Daellenbach, 2018). Specifically, the research approach used in this study was deductive. It starts with a theoretical framework that was obtained from the existing literature about the researched concepts and focuses on the types of persuasion techniques and

communication in politics. These patterns helped in hypothesizing the rhetorical appeals and discourse in the political tweets of Twitter. The hypotheses were then tested using the data collected.

### Study Type

An exploratory and descriptive study is conducted, and it aims to analyze the use of persuasive strategies on the behalf of the BJP and the Gandhi Party supporters during the Indian Elections 2019. Descriptive study is used to define the phenomenon as it is. Meanwhile, the aspect should be compared to understand the difference in the rhetoric of the representatives of the two parties.

### Research Design

After deciding about the research strategy being quantitative or qualitative research the next step is the research design. There are many research designs of qualitative research like that of survey, ethnography, grounded theory, action research, or case-study designs. A research design is a plan or sketch of how research is required to be done (Mouton & Babbie, 2001). The research design is sequential explanatory; it comprises two distinctive phases. The first phase is qualitative, as it employs the qualitative content analysis of political tweets to identify themes and patterns. The second phase is quantitative in nature – the researcher uses the engagement metrics acquired from the Twitter API to verify the results of the analysis.

### Population

According to Bless et al.: “The population is a complete group of objects or individuals to an experimental activity and also for which the researchers want to find certain features” (Bless et al., 2006). In other words, the population of interest implies the Twitter users who

have actively expressed their opinions on the topic of the Indian Elections 2019, in particular, the supporting the positions of both BJP and Gandhi Party.

### Sampling Technique

Sampling is defined as the process of choosing individuals from a particular group of individuals for a research study or survey (Sekaran & Bougie, 2016). A combination of both purposive and random sampling techniques will be used. Purposive sampling will be performed when selecting the tweets based on particular keywords ("kill," "damage," "children," "hope," "nation," "please," "free") constituting political parties or election. On the other hand, random sampling will be conducted to make sure that the tweets include variety

### Data Collection Technique

The tool refers to any usable bit of equipment that was applied for the problem in question. The process of data collection touches upon methods in the way of or order of gathering information, which might help to answer the question. The actual data collection was done by utilizing the Twitter API, with tweets regarding the related topic of Indian Elections 2019 being gathered. The application relevant to both data and practice code was based on utilizing various keywords and filters to include relevant and excluding non-English tweets and retweets.

### Data Collection Tool

The main tool for data collection is the Twitter API that gives access to a huge number of tweets and engagement indicators. Apart from that, manual data collection can be used for qualitative content analysis.

## Time Frame

The tweets were taken from the beginning of election campaign of 2019 and after the announcement of results.

## Data Analysis Technique

For qualitative analysis, thematic coding and pattern recognition will be used to identify the relevant persuasive techniques and discourse themes incorporated in political tweets. For quantitative analysis, the procedure will involve descriptive statistics and correlation analysis of tweet dynamics, including engagement metrics.

## Unit of Analysis

The unit of analysis for qualitative analysis will be tweets, considering linguistic features and rhetorical appeals. The unit of analysis for quantitative analysis will consist of aggregated metrics at the tweet level, such as the number of retweets, likes, replies, and retweets.

## Ethical Considerations

It is important to guarantee that before the conducting of research, it is following ethical rule (Wisker, 2017). It is important to guarantee that before the conducting of research, it is following ethical rules. Thus, in the case under consideration, the current study has been performed in ethical ways. Therefore, ethical considerations include the following aspects such as guaranteeing the privacy and anonymity of Twitter accounts' owners, acquiring the permission when it is relevant to data using, and ensuring that the conduct is in line with Twitter's terms of service when it comes to data acquisition and utilization. Moreover, when

conducting analysis of the data, efforts are made to mitigate the possibility of spreading misinformation or some offensive content.

## Data Collection

Position	Post_text	number_of_comr	retweet	likes	views	date
1	Incredible energy	151	1K	4.1K	112K	33m
2	Watch my interv	489	2.4K	10K	413K	1h
3	ಬಿಜೆಪಿಯನ್ನು ಬೆಂಬಲಿಸಿ	118	798	4.2K	174K	2h
4	ಮತ ಬ್ಯಾಂಕ್ ರಾಜಕೀಯ	82	533	1.8K	83K	2h
5	ಬಿಜೆಪಿಯು ಕರ್ನಾಟಕದ	65	558	1.8K	96K	2h
6	ಕಾಂಗ್ರೆಸ್ ಕರ್ನಾಟಕದ	95	621	2.1K	152K	2h
7	छत्रपति शिवाजी महाराज	397	2.7K	9.7K	208K	2h
8	Bagalkot is all se	241	2.1K	12K	418K	3h
9	Our Party will op	234	1.8K	6.6K	450K	3h
10	BJP wants to stre	181	1.6K	5.3K	288K	3h
11	Congress has ma	465	1.9K	6.7K	481K	3h
12	भै श्री गुरु उग्रा घराच निभा...	109	907	3.9K	101K	3h
13	I bow to Sri Guru His...	279	4K	23K	336K	3h
14	महाराष्ट्र के सोलापुर	555	2.8K	10K	344K	5h
15	ಹಿರಿಯ ನಾಯಕ ಹಾಗೂ	160	768	3.4K	433K	6h
16	Campaigning in E	664	3.4K	13K	489K	7h
17	Here is my exten	2.9K	18K	45K	1.1M	8h
18	I am extremely p	1K	3.3K	21K	1.7M	9h
19	From Davanager	790	5K	29K	868K	21h
20	Schemes relating	499	3.8K	12K	632K	21h
21						

**Figure 1: @narendramodi Profile Data**

Position	Post_text	number_of_comr	retweet	likes	views	date
1	अब मिलेगा मुफ्त इ 25 लाख रुपए तब हाथ बदलेगा हाला	256	3.9K	11K	134K	10h
2		2.9K	9.6K	73K	4.1M	Jan. 3, 2023
3	आ रहा हूँ... सवाल व	2.4K	13K	63K	1.4M	Aug. 4, 2023
4	ये INDIA की जीत है	1.9K	8.6K	57K	833K	Aug. 4, 2023
5	ॐ नमः शिवाय	7.1K	7.1K	57K	2.3M	Feb. 3
6	तपस्वी	6.8K	5.3K	56K	2.7M	Jan. 8, 2023
7	गुमशुदा	3.1K	13K	55K	5.4M	May 31, 2023
8	कितनी भी कोशिश	11K	12K	54K	7.9M	May 28, 2023
9	जय किसान	1.4K	7.7K	53K	815K	Jul 8, 2023
10	लाठियों से गांधी न	5.6K	9.6K	50K		Oct 1, 2020
11	लूटो-लूटो	6.4K	9.1K	52K	3.9M	Mar 13, 2023
12	True that! JEETEGA INDIA	2K	8.7K	52K	3.5M	Nov. 19, 2023
13	चंद्रमा की सतह पर भविष्य में अंतरिक्ष यह उनकी दूरदर्शित	3.8K	10K	51K	1.3M	Aug. 23, 2023
14	सावरकर समझा क्य	11K	9.8K	49K	5.8M	Mar 19, 2023
15	रामेश्वर जी ने जनन मुलाकात हो गई	958	7.9K	49K	595K	Aug. 14, 2023

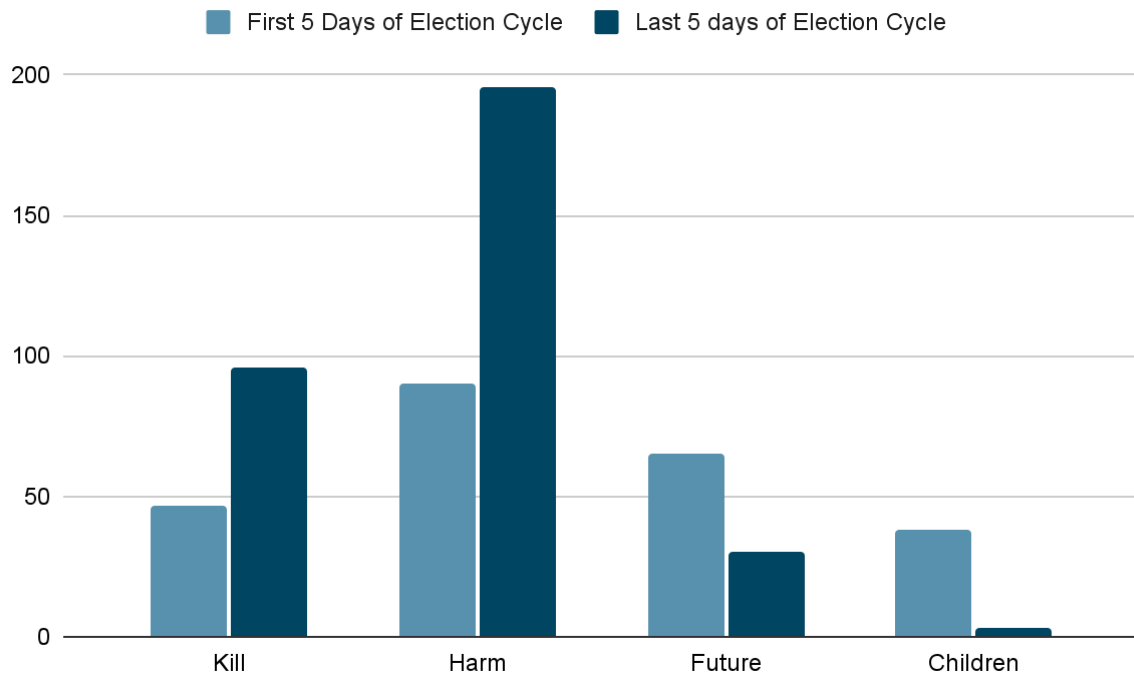
**Figure 2: @incindia Profile Data**

Position	Post_text	number_of_comments	retweet	likes	views	date
1	राहुल गांधी निराधार मोदी जी ने पूरे देश को कांग्रेस पार्टी ने हमेशा - श्री...	337	952	1.9K	253K	Apr. 28
2	मेरी काशी!	514	5.8K	65K	1.1M	Nov. 27, 2023
3	Bharat, dekho!	12K	14K	56K		Sep 9, 2022
4	Vote for BJP and	5.4K	21K	57K	1M	Apr. 21
5	ये चमक ये दमक, फुलवन मा महक, सब कुछ सरकार तुम्हारे	467	6.6K	56K	631K	Jan. 22
6	हमारे प्रभु राम आ गये	596	7.4K	52K	650K	Jan. 22
7	मोदी सरकार के 6 साल	10K	14K	50K		May 16, 2020
8	What Israel is facing	3.4K	18K	50K	3.8M	Oct 7, 2023
9	प्रभु राम को पाकर भक्त हुए भाव-विभोर	326	7.4K	50K	640K	Jan. 22
10	"Ye award to ban"	1.7K	7.2K	49K	1.7M	Mar 9
11	ॐ श्री वैकुण्ठेश्वराय नमः	3.3K	5.9K	46K	4.2M	Nov. 27, 2023
12	The new age Raj	8.3K	13K	45K	6.2M	Oct 5, 2023
13	The power of you	3.8K	8K	45K	1.6M	Apr. 18
14	मां भारती के सच्चे रस	3.4K	6.6K	40K		Sep 17, 2019
15	देखिए... I.N.D.I. अलायंस में मैं ही दूल्हा हूँ Right	2.3K	14K	41K	2.2M	Mar 26

**Figure 3: BJP4India Profile Data**

Position	Post_text	number_of_com	retweet	likes	views	date
1	देश के युवाओं! कांग्रेस आपको 5 रें 1. भर्ती भरोसा : 30 2. पहली नौकरी पक 3. पेपर...	10K	29K	69K	3.1M	Mar 7
2	मैं भारत की आवाज़ मैं हर कीमत चुकाने	31K	68K	211K	11M	Mar 24, 2023
3	I'm happy to con	20K	27K	179K		May 2, 2021
4	I accept the verd	22K	23K	175K		May 23, 2019
5	जो मोहब्बत इनसे फि वही देश से बांट रहा	7.8K	28K	172K	5.5M	Dec 24, 2022
6	दुनिया की कोई भी र	17K	33K	159K		Oct 3, 2020
7	In view of the Co I would advise al	12K	38K	155K		Apr. 18, 2021
8	Mohammad	6.1K	42K	151K		Oct 25, 2021
9	वो Dislike	11K	51K	149K		Sep 5, 2020
10	I could walk a th	4.7K	21K	149K		Sep 28, 2022
11	एक मां और बेटे के र मोदी जी, इस कठिन	2.3K	20K	139K	3.9M	Dec 28, 2022
12	Wishing PM Nare	8K	13K	135K		Sep 17, 2020

**Figure 4: @rahulghandi Profile Data**



***Figure 5: Tweet Comparison***

The study was conducted by extracting tweets by Kaggle from the different phases of the Indian Elections 2019, specifically from the first five days and the last five days. It is noted that the tweets of the first five days of the elections spoke of hope and positivity as they centered on the present or the future. These tweets echoed the accomplishments and the visions of the political leaders. On the other hand, in the final 5 days of the elections, the tweets were widely revolving on negative sentiments given that they showed fear, anger, and frustration. Feelings of threat arose as displayed in the permeation of the hate in the leading to the Election Day. This postulation shows a vivid transition from the negative tweets to the positive ones as the election advance day after day with the feelings of threat increasing in number towards Election Day.

## Data Analysis

This chapter elucidates about that how gathered data was transcribed, organized, and then analyzed. For data analysis, reflexive thematic analysis technique by Braun and Clarke was incorporated. The data was analyzed using the inductive Thematic Analysis method. As Braun and Clarke (2014) indicate, this very approach can be used for wellness, and other types of studies as well and it is more flexible. Analysis was performed on tweets gathered from twitter handles of leaders of INC and BJP parties and supporters of both parties. After data collection, thematic analysis was performed that is composed of six steps. The very first step was that of being familiar with the collected data. This was done by transcribing all the English language tweets and re-reading the tweet transcripts interprets the data, and identify some first perceptions (Braun & Clarke, 2006). The second one, to make sense of the tweets, the author had to create codes for theme development. Braun and Clarke define these codes as the building blocks of analysis. The created codes were semantic, focusing on the content. The coding was manual. In the third step the analysis shifted from codes to building themes (Braun & Clark, 2006). To generate and pinpoint overarching themes, the first step was to examine groupings of coded data. The next stage of the process was to find similarities or overlaps among coded data that were grouped. After that, the fourth step involved reviewing the themes repeatedly, and in the last step, the data was reviewed one final time and cross-referenced with the themes to confirm that the themes represented the data. The fifth step included revisiting the themes. Then they were refined and labelled to ensure they were kept relevant and addressed the study's research question. The sixth and last step involved conducting a final analysis. It included compiling the data (Braun & Clarke, 2006).

To satisfy research objectives and answer the research question six main themes were formulated and these themes are elaborated below (See Appendices).

### **a) Nationalistic and patriotic approach of supporters**

Supporters of both parties praised the patriotic and nationalistic approaches of their leaders and acclaimed the steps taken by their leaders and urged others to vote for their respective leaders (See Appendices).

*BJP: This is how a true leader uplifts his nation. Through unstinted support and warmth!*

*INC: This is India's victory - Congratulations to all the countrymen - Satyamev Jayate – Jai Hind.*

#### **b) Congratulating and welcoming notes**

On the success of their respective leaders the supporters congratulated them and acclaimed them to be true heroes and sons of the country (See Appendices).

*BJP: On behalf of the BJP family, many happy returns of the day to Prime Minister Shri Narendra Modi, the true son of Mother India and the source of inspiration for millions of youth.*

*INC: The glow on his face and the tilak on his forehead indicate that an ascetic is coming with the goal of uniting India.*

#### **c) Criticism on opposite Leaders**

The blame game is a part of politics and it is common among supporters to blame opposite leaders in order to protect their own. The supporters of both parties blamed opposite leaders of jeopardizing the country's image and misleading the masses through baseless lies (See Appendices).

*BJP: Rahul Gandhi is trying to mislead people by telling baseless lies.*

*INC: PM Modi has a bad habit of lying. Caught lying once again*

#### **d) Religious and Cultural Titles**

To show support and boost morale of their leaders, supporters associated their leaders with religious and cultural personalities (See Appendices).

*BJP: Our Lord Ram has arrived.*

*INC: Ascetic/Tapasvi*

### e) **Manifesto/Policy Appreciation**

Supporters of BJP party highlighted the successful policies of the Modi government and supporters of INC followed the suite (See Appendices).

*BJP: 6 years of Modi government...unmatched*

*INC: It is the result of his foresight that today India is creating new innovations in the field of space research in the whole world.*

### f) **Supporting Respective Leaders**

The supporters of both parties laid their support by appreciating the hard decisions taken by their leaders and how their leaders have gone through difficulties but still struggling for the rights of supporters (See Appendices).

*BJP: Congress led UPA Surgical Strike: Don't do it Air Strike: Don't do it A-SAT Missile: Don't do it Modi Sarkar Surgical Strike: Go for It Air Strike: Go For It A-SAT Missile: Go For It Modi Hai to Mumkin Hai (if Modi exists, everything is possible).*

*INC: Rahul Gandhi's Lok Sabha membership was abolished. He is continuously fighting for you and this country from the streets to Parliament, making every possible effort to save democracy. Despite every conspiracy, he will continue this fight at all costs and will take just action in this matter. The fight continues.*

### **Answering Research Questions:**

After formulation of themes and categories, the researcher was able to answer the research questions. The first question was, *Is the rhetoric of the majority of BJP supporters equivalent to the rhetoric of the Gandhi party: are they saying the same thing or emphasizing different things?* Both BJP and INC supporters used nationalist rhetoric and discussed leadership, but they emphasized different aspects. In the case of BJP supporters, it was more about Modi's leadership, his achievements, and their attitude towards the opposition, primarily Rahul Gandhi. On the other hand, INC supporters listed the achievements of their predecessors,

criticized the current government, referred to Rahul Gandhi as someone who is fighting for democracy and a model of a “real” PM or a leader.

The second research question was, what is the comparison and contrast between the motivations of the supporters of the parties, rhetorical appeals, and the supporters’ behavior regarding the party leaders? The second question can be divided into three parts, motivations, rhetorical appeals and supporting behavior of the supporters.

Motivations: BJP supporters were motivated by a strong level of nationalism, the capability of the leader Modi in ruling and the changes that the leader can bring. The INC had their supporters motivated by the urge for change that was evident by the blame that they had to the ruling government and loyalty towards the Gandhi family.

Rhetorical Appeals: BJP supporters used rhetoric that focused on Modi’s leadership and his achievements. They attacked the opposition as family-driven, ineffective, and corrupt leaders who did not care for the common people. On the other hand, INC supporters used rhetoric that highlighted the achievements of the past and did not use rhetoric against any other party. Instead, they attacked the ruling government for being inefficient and corrupt while showing their support and respect for Rahul Gandhi, who they often referred to as a Prime Minister in waiting.

Supporters’ Behavior Regarding Party Leaders: BJP supporters’ behavior seemed to suggest that they are very possessive of Modi who they perceive as a national hero and savior. Similarly, the loyalty and support that INC supporters exhibit in relation to Rahul Gandhi in the video seem to suggest that they were defensive and protective in their conduct.

This contradiction can be explained by the fact that both groups of supporters used nationalist rhetoric and leadership as their focal points, but they did so in different ways, in line with the distinct ideologies and discourses of the two parties. In conclusion, if the language, motivation, and rhetoric of the messages are juxtaposed, the following can be established. INC supporters

focused on the party's historical achievements, the leadership provided by Rahul Gandhi, and the criticism of the government headed by Modi. The language of the opposition might be characterized by aspirational motivation, patriotic rhetoric, complaints and criticism about the present government aiming to replace such a corrupt and irrational force with the new leadership. On their part, the supporters of the BJP stressed the achievements of Modi, provided examples of his strong leadership, and criticized the political opponents of the party, especially Rahul Gandhi. Their language might be captured in words mainly as nationalist, development-oriented, and describing the minister as the right choice strong-willed and oriented on enhancing India's position.

#### Hypothesis Testation

In relation to the hypotheses of the thesis, based on the given information, the research findings suggest the following results.

#### **H1: There is a significant difference between the rhetoric of BJP supporters and Gandhi Party supporters during the Indian Elections 2019.**

The analysis of tweets shows that there are obvious differences in the rhetoric of BJP and INC supporters in the Indian Elections 2019. Although both sets of supporters might commonly use the rhetoric of nationalism and leadership, the distinctions between their inclination to these topics prove the differences between the rhetoric of each party's supporters. BJP supporters are more concerned with Modi's leadership, his achievements, and attacks on the opposition, especially on Rahul Gandhi. In turn, INC supporters will rather speak about the accomplishments in history, criticize the current government's policies, and fight for Rahul Gandhi as a leader inclined toward promoting democracy in the country. The differences in the choice of topics that should be emphasized prove that there are substantial variations between the rhetoric of BJP and INC supporters.

**H2: There is high association between supporter behavior towards party leaders and their respective party affiliation during the Indian Elections 2019.**

Analysis of supporters behavior towards Party leaders in tweets shows a strong association between supporter behavior and party affiliation during the Indian Elections 2019. Both BJP and INC supporters show high support and loyalty to their respective leaders portraying them as the nation's heroes and heroes of their own cause. BJP supporters show immense support for Modi and present him as an exemplary leader and a no-nonsense macho man ready to drive this country forward. Similarly, the INC supporters show loyalty to their leader Rahul Gandhi and portray him as a great leader and leader of the nation claiming democracy and changes. The high alignment between supporter behavior and party affiliation demonstrates the effect of leader charisma and party loyalty on the supporters' choice and highly validates the hypothesis.

**H3: Tweets sent during the election will contain more negative sentiments and emotional language than those sent several months before.**

The analysis tests apply thematic content analysis. It provides some insights related to sentiment and emotional language. The stakeholders of BJP and INC usually exchange their congratulations, critics of opposite leaders, emotional support of the party and belongingness in the tweets. In the party of criticizing leaders from the opposite side of political force, it is possible to find many negative tweets for some measures of sentiment and emotions. However, due to the absence of any information comparing the sentiment of those tweets, which were sent during the election and some months before, it is not possible to determine the validity of this hypothesis. Therefore, for a conclusive determination of this hypothesis, further quantitative analysis, specifically on sentiment should be conducted.

Thus, analyzing political tweets related to the Indian Elections 2019 provides substantial support for the proposed hypotheses. The results reveal that there are significant differences in the rhetoric between BJP and INC supporters. Additionally, it has been established that the behavior of supporters is directly associated with political affiliations. Finally, the results suggest that there is both positive and negative rhetoric in political tweets on Twitter.

## Conclusion

An analysis of the use of persuasive techniques on the Indian Elections 2019 shows a detailed view of the complex process of online political communication in a modern Indian democracy. The mixed methods research design, which involves both qualitative content analysis and thematic coding, allows for an in-depth look at Twitter posts and the identification of the techniques and themes used in political dialogue. The results show that social media has become the locus of the development of political speech and persuasion, with Twitter being in the most important position. A unique context of the Indian Elections 2019 became the starting point for the analysis of an ever-evolving area of digital politics where the supporters of Bharatiya Janata Party and Indian National Congress were using persuasive strategies to influence the public, mobilize the voters, and ultimately, impact results.

Based on the analysis, some of the key insights are that the rhetoric of both parties is quite distinct, and so are the messaging strategies and dynamics of engagement. On the one hand, BJP supporters seem to highlight their leader's position. Also, they focus on their leader's achievements, as well as provide many negative hedge expressions about the opposition leaders. On the other hand, INC supporters seem to focus more on past historical achievements. Furthermore, they engage in providing a lot of negative hedge expressions about the current government's leaders, while portraying Rahul Gandhi in a more positive light, claiming that he is a strong leader, who wants to fight the system for the interest of democracy.

In addition, the current theme established the picture of the most important messages and arguments for the BJP and INC followers. Both BJP and INC followers focused on their love for the country, choosing a new ruler, and the need for development. However, BJP followers' messages were also characterized by nationalism and loyalty to Modi, with INC followers referring to the assessment of the previous government's work and the connection with the Gandhi family. The thematic analysis also appeared to identify the multilayered nature

of Twitter discourse, with tweets serving as reflections of political aspirations, annoyances, and alternatives. The subthemes related to the expressions of nationalism, opposing party leaders, congratulations on victory, and manifesto appreciation demonstrated it. Most importantly, the thesis also contributes theoretically to the field of political communication. The study relies on such theories as framing theory and SIT. Therefore, the use of these theoretical grounds also provides for a more sophisticated analysis of the cognitive processes and group dynamics behind the social media political persuasion.

To sum up, the analysis of political tweets during the Indian Elections 2019 provided important outcomes, as it shed light on the changing context of Indian politics in the time of technology. The means of Twitter discourse were revealed and described throughout the paper. While contributing to the development of our understanding of the realm of political communication on websites, the study also highlighted the necessity to adopt a more detailed approach to analyzing relationships between technology, democracy, and political governance. Society is currently experiencing the progressive development of the digital era, in which the flow of information is free, and the influence sphere is not limited by material boundaries. Under such conditions, it is crucial to investigate the tendency of political online discourse and pay close attention to the specifics of current interaction. In this, researchers as well as policymakers and citizens in general will have the opportunity to understand the underlying processes and challenges of democracy, and based on the obtained knowledge, promote informed citizenship and inclusive governance.

Overall, this thesis acts as evidence of the impact of social media on the political landscape, with its conclusion calling on all actors to engage with the digital public sphere critically to maximize this potential for the good of the people. Through further research, debate, and action, this thesis may prove relevant in shaping a more participatory, transparent, and robust democracy in the digital age.

## Limitations

Although the current study employed an accurate methodology, several limitations should be acknowledged to put the findings and interpretations into context. These limitations refer to the methodological, data and biased activities that can affect the robustness and generalizability of the research outcomes.

1. **Sample Bias** The use of the Twitter API for collecting data implies that the findings are closely related to the number of public tweets regarding the Indian Elections 2019. Consequently, such a collection of data risks causing sample bias because not all people interested in the elections are on Twitter or engage in political discourse. Some users may prefer non-public forms of communication and interaction.
2. **Generalizability** The context of the Indian Elections 2019 may limit the generalizability of the findings. Specific results about the relationship between social media use, emotional tone of the tweets, and the probability of misleading a reader might not be entirely relevant to other electoral contexts and political landscapes, limiting the study's overall findings. There is a possibility that other regions have different political climates, levels of social media usage, and cultural factors that would impact the likelihood of generalization.
3. **Language and Cultural Context** Analyzing a set of tweets mainly written in English might hide some important characteristic present in tweets written in local languages. Also, as Indian politics are characterized by cultural tones which might not be evident in the noisiness of the tweets, the lack of specialized study into a particular cultural context might limit the depth of interpretation.
4. **Scope of Data Collection** Although Twitter API can be useful for harvesting a considerable extent of data, the present study is limited to the tweets that were written in English, and those that use specific keywords, relating to political parties and elections, and

their synonyms. Consequently, the most relevant disadvantage of the present study is that it only covers occurrences of tweets that were written in a different language – as such, the study fails to obtain potentially important input from the non-English-speaking target population and addresses only the English-speaking audience, according to the adopted criteria.

5. **Data Preprocessing Constraints** Despite efforts to preprocess the collected tweets to ensure relevance and quality, certain limitations persist. Filtering out retweets, non-English tweets, and irrelevant information may inadvertently exclude valuable data points, impacting the comprehensiveness of the analysis.
6. **Interpretational Bias** Qualitative content analysis involves the subjective interpretation of the content of the tweets. Thus, it can be biased and differ among people who are identifying the themes or patterns of the tweets. Although inter-rater reliability is calculated, there is still a degree of subjectivity. The method may be characterized by interpretational bias and variability, as different researchers will identify different patterns and themes.
7. **Twitter API Constraints** Using a Twitter API to access and analyze tweets can entail several constraints. The first is that an API may be restricted for use in some cases. This means that it may not provide all the tweets, having some restrictions or limitations. API rate limits can also limit the access of tweets and time necessary to collect and analyze them. Finally, changes to the API can affect the quality of the study.
8. **Validity of Engagement Metrics** While metrics, such as retweets, replies, likes, as well as follower count, are useful to an extent to understand how tweets are made public, perhaps, they do not provide an accurate measure of political discourse in tweets as the controlling uses them. Moreover, it is quite likely that controlling interferes with these metrics, giving bots-like retweet and like.

9. **Cross-Cultural Comparisons** Cross-cultural comparison with US political tweets has been a complex task, as it has certain limitations. Political culture, language, and nature of social media utilization may vary significantly in India and the US, and the findings and suggestions may not be valid in general.
10. **Temporal Constraints** The latency involves the temporal scope of the Indian Elections 2019. Therefore, the insights are restricted to the deliberate period. The present analysis may overlook the persuasive strategies in political tweets, which evolve when the political dynamics shift outside the election period.

Despite the limitation, the present study contributes valuable insights into the persuasive strategies in the political tweets during the Indian Elections 2019, providing the groundwork for the future studies. Hence, understanding and acknowledging the specific limitations is essential for rigorous and transparent scholars. By identifying the limitations, the researchers could also provide the directions for the future studies concerned with identified limitations and research methods.

### Future Recommendations

Given the results and experience obtained in analyzing persuasive techniques used in political tweets of the Indian Elections 2019, some recommendations for further research can be made. In particular, it is possible to suggest where improvements can be made in exploring the dynamics of political communication that might not have been fully considered or defined as part of the present study.

1. **Longitudinal Analysis** Conducting a longitudinal study will provide better insights regarding how these techniques might evolve. Examining the data throughout several election cycles or the major contentious political events can help determine developing trends and recurring themes. Such a study will also help analyze impacts such as the

usage of the platform by political figures, changes in the fan base, or the concerns in the broader US society.

2. **Comparative Studies** One of the ways to understand whether particular techniques of persuasion are universal or context-specific is conducting comparative studies involving different electoral contexts, political systems, and cultural settings. Analyzing how these techniques vary among countries and regions and how they are used in the rhetoric of election may provide deeper insight.
3. **Content Analysis Techniques** Explore advanced content analysis techniques, such as sentiment analysis, topic modeling, and network analysis to gain a more insightful understanding into the structure and dynamics of political discourse on Twitter. By utilizing computational methods and natural language processing techniques, it is possible to expose bigger patterns and relationships in large-scale Twitter datasets.
4. **Cross-platform Analysis** Another possible extension is to use more sources than Twitter. For example, it could also be instructive to analyze similar accounts on Facebook, Instagram, and YouTube. Indeed, this social media use is a multi-platform communication, and analyzing the specifics of political appeals on different platforms and ingrained audience engagement could provide additional revelations.
5. **Qualitative Research Methods** Complementary to quantitative analyses, conduct several qualitative research methods such as interviews, focus groups, and ethnographic studies that will help in understanding the motivations and perceptions of Twitter users in political debates. This will help in understanding various experiences and motivations in the context of broader theoretical discussions.

By following these avenues for future research, scholars can further their understanding of the intricate relationship between persuasive communication, digital platforms, and

democratic mechanisms. Thus, these directions will make a significant contribution to the development of the political communication and social media studies field.

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## Appendices

Appendix A - Table: Themes, Codes and Categories of Gathered Data

Themes	Codes & Categories	
	BJP	INC
Nationalistic and Patriotic Approach	<ul style="list-style-type: none"> <li>• Vote for BJP and make Bharat a superpower globally.</li> <li>• This is how a true leader uplifts his nation. Through unstinted support and warmth!</li> <li>• I want to see the country prosperous and at the pinnacle of success for the next thousand years. The third term will be the term to lay a strong foundation for the next 100 years.</li> </ul>	<ul style="list-style-type: none"> <li>• This is India's victory - Congratulations to all the countrymen - Satyamev Jayate - Jai Hind.</li> <li>• True that! JEETEGA INDIA</li> <li>• The pride was broken, the farmer of my country won.</li> <li>• <b>I - Indian N - National D - Developmental I - Inclusive A – Alliance</b> INDIA will win.</li> </ul>
Congratulating and Welcoming Notes	<ul style="list-style-type: none"> <li>• This shine, this shine, the smell of flowers, everything is from you government.</li> <li>• On behalf of the BJP family, many happy returns of the day to Prime Minister Shri Narendra Modi, the true son of Mother India and the source of inspiration for millions of youths.</li> <li>• Modi 3.0 loading.</li> </ul>	<ul style="list-style-type: none"> <li>• This is India's victory.</li> <li>• Rahul Gandhi is coming to the House.</li> <li>• The glow on his face and the tilak on his forehead indicate that an ascetic is coming with the goal of uniting India.</li> </ul>

		<ul style="list-style-type: none"> <li>• Truth won over untruth' Jai Congress, Vijay Congress.</li> <li>• This is the victory of love against hatred. Satyamev Jayate.</li> <li>• People's leader Rahul Gandhi has reached Parliament.</li> </ul>
<p>Religious and Cultural Titles</p>	<ul style="list-style-type: none"> <li>• Rahul Gandhi is trying to mislead people by telling baseless lies.</li> <li>• What Israel is facing today, India suffered between 2004-14. Never forgive, never forget.</li> <li>• The truth about family robbers! All their work is incomplete, But the slogan... Ho Jayega.</li> <li>• If Rahul Gandhi does not know the details of the Rafale deal, then on what basis did he create so much noise?</li> <li>• To mislead the people of the country</li> <li>• Fuse Tube light</li> </ul>	<ul style="list-style-type: none"> <li>• Gandhi was not afraid of sticks then, neither will Gandhi be afraid of sticks now.</li> <li>• Loot-loot.</li> <li>• Puppet in the hand of foreign powers.</li> <li>• PM Modi has a bad habit of lying. Caught lying once again.</li> <li>• public leader actor</li> <li>• Truthfully with questions from cartoon- He is afraid of everything.</li> <li>• Modi Govt is jeopardizing India's future.</li> <li>• Looted India with a bag full of slogans</li> </ul>

		<ul style="list-style-type: none"> <li>• Today BJP has thrown kerosene on the entire country.</li> <li>• Modi Ji, the battle is over. Your Karma awaits you. Projecting your inner beliefs about yourself onto my father won't protect you. All my love and a huge hug</li> </ul>
<p>Manifesto/Policy</p> <p>Appreciation</p>	<ul style="list-style-type: none"> <li>• My Kashi</li> <li>• Our Lord Ram has arrived.</li> <li>• Lord Ram</li> <li>• The new age Ravan is here. He is Evil. Anti Dharma. Anti Ram</li> <li>• Om Han Hanumate Namah</li> <li>• Jai Shri Ram</li> <li>• Om Sri Venkateshwaraye Namoh Namah</li> </ul>	<ul style="list-style-type: none"> <li>• Om Namah Shivay</li> <li>• Ascetic/Tapasvi</li> <li>• Jai bajarangabalee</li> <li>• <b>JanNayaka</b></li> </ul>
<p>Criticism on</p> <p>Opposition</p>	<ul style="list-style-type: none"> <li>• 6 years of Modi government...unmatched</li> <li>• He started walking alone...I am in his queue. The whole country is saying... I am also a watchman.</li> </ul>	<ul style="list-style-type: none"> <li>• Congratulations to all the countrymen including ISRO on the successful landing of Chandrayaan-3 on the lunar surface. Seeing the need for</li> </ul>

	<ul style="list-style-type: none"> <li>• Salute to the eternal truth!</li> <li>• Difference Between Congress and BJP Congress: Kashmir Is Not India's Internal Matter BJP: Jaan De Denge Hum PoK Ke Liye</li> </ul>	<p>space research in the future, Pandit Nehru laid the foundation of ISRO. It is the result of his foresight that today India is creating new innovations in the field of space research in the whole world.</p> <ul style="list-style-type: none"> <li>• Many people told us that this is a revolutionary manifesto. This manifesto is made from the suggestions of the people of India. I thank you all for this.</li> </ul>
Supporting Respective Leaders	<ul style="list-style-type: none"> <li>• Congress led UPA Surgical Strike: Don't do it Air Strike: Don't do it A-SAT Missile: Don't do it Modi Sarkar Surgical Strike: Go for It Air Strike: Go for It A-SAT Missile: Go for It Modi Hai to Mumkin Hai.</li> <li>• Dawn broke, without noise, my mind is full of fear, every vein is colored, blue, brown, black pleasant, Adorable, the peacock is unique.</li> </ul>	<ul style="list-style-type: none"> <li>• Have you understood Savarkar? Name is Rahul Gandhi.</li> <li>• Rahul Gandhi's Lok Sabha membership was abolished. He is continuously fighting for you and this country from the streets to Parliament, making every possible effort to save democracy. Despite every</li> </ul>

	<p>Beautiful view of Modi ji and the national bird peacock at the Prime Minister's residence.</p> <ul style="list-style-type: none"><li>• The attitude of lions does not change...</li></ul>	<p>conspiracy, he will continue this fight at all costs and will take just action in this matter.</p> <p>The fight continues.</p> <ul style="list-style-type: none"><li>• Gandhi is invincible, he's so confident Yeah, he's unstoppable today.</li><li>• Integrity Vs Escape</li><li>• Upwards and onwards – Unstoppable</li></ul>
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Appendix B - Figure 1: @narendramodi Profile Data

Position	Post_text	Transcription	Comments	Retweets	Likes	Views	Date of API Access
1	Incredible energy at the public meeting in Pune! Gratitude to everyone for joining the rally in huge numbers.		151	1K	4.1K	112K	33m
2	Watch my interview tonight at 9 PM on the News18 network, where I'll be covering a multitude of issues and sharing my thoughts.		489	2.4K	10K	413K	1h

3	<p>ಬಿಜೆಪಿಯನ್ನು ಬೆಂಬಲಿಸಲು ಬಾಗಲಕೋಟೆ ಸಜ್ಜಾಗಿದೆ! ಇಂದಿನ ಸಮಾವೇಶದ ಕೆಲವು ನೋಟಗಳು ಇಲ್ಲಿವೆ.</p>	<p>Bagalkot is all set to support BJP! Here are some glimpses of today's convention.</p>	118	798	4.2K	174K	2h
4	<p>ಮತ ಬ್ಯಾಂಕ್ ರಾಜಕೀಯಕ್ಕಾಗಿ ಪರಿಶಿಷ್ಟ ಜಾತಿ/ಪರಿಶಿಷ್ಟ ಪಂಗಡ ಮತ್ತು ಇತರ ಹಿಂದುಳಿದ ವರ್ಗಗಳ ಮೀಸಲಾತಿಯನ್ನು ದುರ್ಬಲಗೊಳಿಸುವ ಕಾಂಗ್ರೆಸ್ ನ ಕುಟಿಲ ಸಂಚನ್ನು ನಮ್ಮ ಪಕ್ಷವು ವಿರೋಧಿಸುತ್ತದೆ.</p>	<p>Our party opposes the insidious scheme of Congress to undermine the reservation of Scheduled Castes/Schedule d Tribes and Other Backward Classes for vote bank politics.</p>	82	533	1.8K	83K	2h
5	<p>ಬಿಜೆಪಿಯು ಕರ್ನಾಟಕವನ್ನು ಟೆಕ್ ಹಬ್ ಆಗಿ ಬಲಪಡಿಸಲು ಬಯಸಿದೆ, ಆದರೆ</p>	<p>BJP wants to strengthen Karnataka as a tech hub, while</p>	65	558	1.8K	96K	2h

	ಕಾಂಗ್ರೆಸ್ ರಾಜ್ಯವನ್ನು ಟ್ಯಾಂಕರ್ ಹಬ್ ಆಗಿ ಮಾಡುತ್ತಿದೆ.	Congress is making the state a tanker hub.					
6	ಕಾಂಗ್ರೆಸ್ ಕರ್ನಾಟಕವನ್ನು ಅವರ ಎಟಿಎಂ ಮಾಡಿಕೊಂಡಿದೆ, ಇದು ನಾಚಿಕೆಗೇಡಿನ ಸಂಗತಿ.	Congress has made Karnataka their ATM, it's a shame.	95	621	2.1K	152K	2h
7	छत्रपति शिवाजी महाराज की महान धरती सातारा को मैं सिर झुकाकर नमन करता हूँ। यहां उमड़ा ये जनसमुद्र साफ बता रहा है कि पूरा महाराष्ट्र 4 जून को विजयोत्सव के लिए तैयार है।	I bow my head to Satara, the great land of Chhatrapati Shivaji Maharaj. The crowd here clearly shows that the entire Maharashtra is ready for the victory festival on June 4.	397	2.7K	9.7K	208K	2h
8	Bagalkot is all set to support BJP! Here are		241	2.1K	12K	418K	3h

	glimpses from today's rally.					
9	Our Party will oppose the sinister design of Congress to dilute SC/ST and OBC reservations so that they can practice vote bank politics.		234	1.8K	6.6K	450K 3h
10	BJP wants to strengthen Karnataka's position as a Tech Hub whereas Congress is making the state a tanker hub.		181	1.6K	5.3K	288K 3h
11	Congress has made Karnataka their ATM and that is shameful.		465	1.9K	6.7K	481K 3h
12	ਮੈਂ ਸ੍ਰੀ ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਜੀ ਨੂੰ ਉਨ੍ਹਾਂ ਦੇ ਪ੍ਰਕਾਸ਼ ਪੁਰਬ ਦੇ ਪਵਿੱਤਰ ਮੌਕੇ 'ਤੇ ਸਿਜਦਾ ਕਰਦਾ ਹਾਂ। ਉਨ੍ਹਾਂ ਨੂੰ ਦੁਨੀਆ ਭਰ ਵਿੱਚ ਲੱਖਾਂ ਲੋਕ ਹਿੰਮਤ, ਦਇਆ ਅਤੇ ਨਿਰਸਵਾਰਥ ਦੇ	I bow down to Sri Guru Tegh Bahadur Ji on the auspicious occasion of his birth anniversary. He	109	907	3.9K	101K 3h

	<p>ਰੂਪ ਵਜੋਂ ਚੇਤੇ ਕਰਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਦਾ ਜੀਵਨ ਇੱਕ ਮਾਰਗ- ਦਰਸ਼ਕ ਰੋਸ਼ਨੀ ਵਜੋਂ ਕੰਮ ਕਰਦਾ ਹੈ, ਜੋ ਨੇਕੀ ਅਤੇ ਸ਼ਰਧਾ ਦੇ ਮਾਰਗ ਨੂੰ ਉਜਾਗਰ ਕਰਦਾ ਹੈ।</p> <p>ਨਿਆਂ...</p>	<p>is remembered by millions around the world as an embodiment of courage, compassion and selflessness.</p> <p>Their lives serve as a guiding light, highlighting the path of virtue and devotion.</p> <p>Justice...</p>					
13	<p>I bow to Sri Guru Teg Bahadur Ji on the sacred occasion of his Parkash Purab. He is remembered by millions across the world as the embodiment of courage, compassion and selflessness. His life</p>		279	4K	23K	336K	3h

	<p>serves as a guiding light, illuminating the path of righteousness and devotion.</p> <p>His...</p>						
14	<p>महाराष्ट्र के सोलापुर में आज की रैली अभूतपूर्व है। भाजपा-एनडीए को समाज के सभी वर्गों का भरपूर समर्थन मिल रहा है।</p>	<p>Today's rally in Solapur, Maharashtra is unprecedented. BJP-NDA is getting a lot of support from all sections of the society.</p>	555	2.8K	10K	344K	5h
15	<p>ಹಿರಿಯ ನಾಯಕ ಹಾಗೂ ಚಾಮರಾಜನಗರದ ಸಂಸದರಾದ ಶ್ರೀ ವಿ ಶ್ರೀನಿವಾಸ ಪ್ರಸಾದ್ ಅವರ ನಿಧನದಿಂದ ನನಗೆ ಅತೀವ ನೋವಾಗಿದೆ. ಅವರು</p>	<p>I am deeply saddened by the demise of senior leader and Chamarajanagar MP Shri V Srinivas Prasad. He was a fighter</p>	160	768	3.4K	433K	6h

	<p>ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಹೋರಾಟಗಾರರಾಗಿದ್ದರು, ಬಡವರು, ದೀನದಲಿತರು ಮತ್ತು ವಂಚಿತರ ಕಲ್ಯಾಣಕ್ಕಾಗಿ ತಮ್ಮ ಜೀವನವನ್ನು ಮುಡಿಪಾಗಿಟ್ಟಿದ್ದರು. ಅವರು ತಮ್ಮ ಸಮಾಜ ಸೇವೆಯ ವಿವಿಧ ಕೆಲಸಗಳಿಂದಾಗಿ ತುಂಬಾ ಜನಪ್ರಿಯರಾಗಿದ್ದರು. ಅವರ...</p>	<p>for social justice, devoting his life to the welfare of the poor, the downtrodden and the deprived. He was very popular due to his various social service works. His...</p>					
16	<p>Campaigning in Bagalkote... The mood across Karnataka is distinctly in favour of the NDA.</p>		664	3.4K	13K	489K	7h
17	<p>Here is my extensive interview with</p>		2.9K	18K	45K	1.1M	8h
18	<p>I am extremely pained by the passing away of</p>		1K	3.3K	21K	1.7M	9h

	<p>senior leader and MP from Chamarajanagar, Shri V. Sreenivasa Prasad Ji. He was a champion of social justice, having devoted his life to the welfare of the poor, downtrodden and marginalised. He was very popular for his various works of...</p>						
19	<p>From Davanagere to Ballari, the energy in Karnataka has been exceptional during my visit. The warmth and enthusiasm of the people reaffirm their trust in the NDA. Grateful for the support!</p>		790	5K	29K	868K	21h
20	<p>Schemes relating to the poor, SC/ST/OBC communities were a major source of</p>		499	3.8K	12K	632K	21h

corruption for the Congress party. They siphoned off money meant for their welfare.						
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Appendix C - Figure 2: @incindia Profile Data

Position	Post_text	Transcription	Comments	Retweets	Likes	Views	Date of API Access
1	अब मिलेगा मुफ्त इलाज 25 लाख रुपए तक हाथ बदलेगा हालात	Now you will get free treatment up to Rs 25 lakh circumstances will change hands	256	3.9K	11K	134K	10h
2			2.9K	9.6K	73K	4.1M	Jan. 3, 2023
3	आ रहा हूँ... सवाल जारी रहेंगे	I am coming... questions will continue	2.4K	13K	63K	1.4M	Aug. 4, 2023
4	ये INDIA की जीत है	This is India's victory	1.9K	8.6K	57K	833K	Aug. 4, 2023

5	ॐ नमः शिवाय	Om Namah Shivay	7.1K	7.1K	57K	2.3M	Feb. 3
6	तपस्वी	ascetic	6.8K	5.3K	56K	2.7M	Jan. 8, 2023
7	गुमशुदा	Missing	3.1K	13K	55K	5.4M	May 31, 2023
8	कितनी भी कोशिश कर लो	no matter how hard you try	11K	12K	54K	7.9M	May 28, 2023
9	जय किसान	Jai Kisan	1.4K	7.7K	53K	815K	Jul 8, 2023
10	लाठियों से गांधी न तब डरे थे, लाठियों से गांधी न अब डरेंगे।	Gandhi was not afraid of sticks then, neither will Gandhi be afraid of sticks now.	5.6K	9.6K	50K		Oct 1, 2020
11	लूटो-लूटो	loot-loot	6.4K	9.1K	52K	3.9M	Mar 13, 2023
12	True that! JEETEGA INDIA		2K	8.7K	52K	3.5M	Nov. 19, 2023

13	<p>चंद्रमा की सतह पर चंद्रयान-3 के सफलतापूर्वक उतरने पर ISRO सहित सभी देशवासियों को बधाई। भविष्य में अंतरिक्ष अनुसंधान की आवश्यकता को देखते हुए ही पंडित नेहरू ने ISRO की नींव रखी थी। यह उनकी दूरदर्शिता का ही परिणाम है कि आज भारत पूरे विश्व में अंतरिक्ष अनुसंधान के क्षेत्र में नए...</p>	<p>Congratulations to all the countrymen including ISRO on the successful landing of Chandrayaan-3 on the lunar surface. Seeing the need for space research in the future, Pandit Nehru had laid the foundation of ISRO. It is the result of his foresight that today India is creating new innovations in the field of space research in the whole world.</p>	3.8K	10K	51K	1.3M	Aug. 23, 2023
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14	सावरकर समझा क्या... नाम- राहुल गांधी है	Have you understood Savarkar? Name is Rahul Gandhi.	11K	9.8K	49K	5.8M	Mar 19, 2023
15	रामेश्वर जी ने जननायक से मिलने की ख्वाहिश जताई थी। मुलाक़ात हो गई	Rameshwar ji had expressed his desire to meet Jannayak. the meeting took place	958	7.9K	49K	595K	Aug. 14, 2023
16	PM मोदी को झूठ बोलने की गंदी आदत है। एक बार फिर झूठ बोलते पकड़े गए.	PM Modi has a bad habit of lying. Caught lying once again.	2K	19K	49K	2.4M	Apr. 21
17	मुझे मंदिर नहीं जाने दिया जा रहा है. ये नहीं चाहते कि मैं मंदिर जाऊं. साफ है कि 'ऊपर' से	I am not being allowed to go to the temple. They don't want me to go to the temple.	5K	10K	45K	1.2M	Jan. 22

	आदेश आया है. :	It is clear that the order has come from 'above'.					
18	जय बजरंगबली	Jai bajarangabalee	1.1K	5.6K	44K	2M	May 14, 2023
19	यात्रा फिर शुरू	the journey resumes	2.4K	5.6K	42K	1.9M	Jan. 3, 2023
20	PM मोदी ने इसका जवाब नहीं दिया।	PM Modi did not answer this.	4.2K	7.1K	40K	2.3M	Feb. 8, 2023
21	मैं और मेरी परछाई	me and my shadow	3.1K	5.3K	40K	3.1M	Feb. 13, 2023
22	मां	Mother	1.7K	6.2K	39K		Oct 6, 2022
23	राहुल गांधी जी की लोकसभा सदस्यता खत्म कर दी गई।  वह आपके और इस देश के लिए लगातार	Rahul Gandhi's Lok Sabha membership was abolished.  He is continuously	3.8K	10K	39K	1.3M	Mar 24, 2023

	<p>सड़क से संसद तक लड़ रहे हैं, लोकतंत्र को बचाने की हर सम्भव कोशिश कर रहे हैं।</p> <p>हर षड्यंत्र के बावजूद वह यह लड़ाई हर क्रीमत पर जारी रखेंगे और इस मामले में न्यायसंगत कार्यवाही करेंगे।</p> <p>लड़ाई जारी है</p>	<p>fighting for you and this country from the streets to the Parliament, making every possible effort to save democracy.</p> <p>Despite every conspiracy, he will continue this fight at all costs and will take just action in this matter.</p> <p>the fight continues</p>					
24	<p>I'm invincible</p> <p>I'm so confident</p> <p>Yeah, I'm unstoppable today</p>		1.3K	7.9K	40K	1.3M	<p>May 13, 2023</p>

25	राहुल गांधी सदन में आ रहे हैं	Rahul Gandhi is coming to the House	4.9K	6.9K	39K	1.2M	Aug. 5, 2023
26	Integrity Vs Escape		945	6.9K	39K	555K	Aug. 7, 2023
27	चेहरे का तेज और माथे का तिलक बता रहा है, भारत जोड़ने का लक्ष्य लिए एक तपस्वी आ रहा है।	The glow on his face and the tilak on his forehead indicate that an ascetic is coming with the goal of uniting India.	6.3K	4.6K	38K	2.1M	Dec 22, 2022
28	मैं बलात्कारियों को बचाने के लिए जान की बाजी लगा दूंगा. - नरेंद्र मोदी	I will risk my life to save the rapists. - Narendra Modi	1.2K	10K	38K	1.1M	Mar 18
29	Then & Now		2K	9.9K	38K	1.6M	Jul 25, 2023
30	गुमशुदा की तलाश	search for missing	2.8K	10K	37K	1.1M	Jul 27, 2023

31	<p>हमारे देश के जवानों ने सुरक्षित यात्रा के लिए सिर्फ 5 एयरक्राफ्ट मांगे थे।</p> <p>मोदी सरकार ने साफ मना कर दिया। मज़बूरन उन्हें बस से सफर करना पड़ा।</p> <p>रास्ते में आतंकी हमला हुआ और हमारे 40 जवान शहीद हो गए।</p> <p>जम्मू कश्मीर के पूर्व राज्यपाल सत्यपाल मलिक ने जब PM मोदी से कहा- ये हमारी...</p>	<p>Our country's soldiers had asked for only 5 aircraft for safe travel.</p> <p>Modi government clearly refused. He was forced to travel by bus.</p> <p>There was a terrorist attack on the way and 40 of our soldiers were martyred.</p> <p>When former Governor of Jammu and Kashmir Satyapal Malik said to PM Modi – This is our...</p>	2K	11K	37K	2.6M	Apr. 15, 2023
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32	असत्य पर सत्य की जीत हुई जय कांग्रेस, विजय कांग्रेस	Truth won over untruth' Jai Congress, Vijay Congress	788	8.1K	37K	459K	Aug. 4, 2023
33			5.8K	4.6K	37K	2.5M	Mar 11, 2023
34	यह नफरत के खिलाफ मोहब्बत की जीत है। सत्यमेव जयते - जय हिंद	This is the victory of love against hatred. Satyamev Jayate - Jai Hind	1.7K	7.3K	36K	653K	Aug. 4, 2023
35	जन नेता अभिनेता	public leader actor	5.3K	6.1K	36K		Oct 3, 2022
36	जननायक	public leader	1.9K	4.6K	36K	597K	Aug. 3, 2023
37	हम जीत गए	we won	2.2K	5.6K	36K	992K	May 13, 2023

38	<b>JanNayaka</b>		1K	4.8K	36K	521K	Aug. 19, 2023
39	<p>हम से काफी लोगों ने कहा कि यह क्रांतिकारी मैनिफेस्टो है।</p> <p>यह मैनिफेस्टो हिंदुस्तान की जनता के सुझावों से बना है। इसके लिए मैं आप सभी को धन्यवाद देता हूँ।</p> <p>आप सभी से आग्रह है कि कांग्रेस के मैनिफेस्टो के बारे में हमें अपनी राय ई-मेल और मैसेज के माध्यम से भेजें।</p>	<p>Many people told us that this is a revolutionary manifesto.</p> <p>This manifesto is made from the suggestions of the people of India. I thank you all for this.</p> <p>All of you are requested to send us your opinion about the Congress manifesto through e-mail and message.</p>	2.8K	9.5K	37K	543K	Apr. 7

	धन्यवाद जय हिंद	Thank you Jai Hind					
40	टूट गया अभिमान, जीत गया मेरे देश का किसान।	The pride was broken, the farmer of my country won.	1.3K	6.7K	35K		Nov. 19, 2021
41	<b>I - Indian</b> <b>N - National</b> <b>D -</b> <b>Developmental</b> <b>I - Inclusive</b> <b>A - Alliance</b>  INDIA की जीत होगी	will win	4.8K	9.5K	36K	2M	Jul 18, 2023
42	INDIA जीतेगा	INDIA WILL WIN	1.8K	5.2K	36K	451K	Apr. 17
43	'तेरी मर्जी' नहीं चलेगी	Your wish' will not do	725	11K	36K	610K	Apr. 16
44	Upwards and onwards - Unstoppable!		1.2K	6.1K	36K	732K	Aug. 19, 2023

45	जननायक राहुल गांधी जी संसद पहुंच गए हैं.	People's leader Rahul Gandhi has reached Parliament.	1K	7.5K	35K	703K	Aug. 7, 2023
46	BJP सांसद बृजभूषण सिंह का अहंकार देखिए।  एक महिला पत्रकार सवाल पूछ रही थी तो उसे डांटा और जब इससे भी मन नहीं भरा तो उसका माइक तोड़ दिया।	Look at the arrogance of BJP MP Brij Bhushan Singh.  When a female journalist was asking a question, he scolded her and when this did not satisfy him, he broke her mike.	1.1K	12K	35K	996K	Jul 11, 2023

Appendix D - Figure 3: BJP4India Profile Data

Position	Post_text	Transcription	number_of_comments	retweets	likes	views	date
1	<p>राहुल गांधी निराधार झूठ बोलकर लोगों को गुमराह करने का काम कर रहे हैं।</p> <p>मोदी जी ने पूरे देश के दलित, पिछड़े और आदिवासी भाई-बहनों को गारंटी दी है कि जब तक भाजपा है, आरक्षण को कोई हाथ नहीं लगा सकता।</p> <p>कांग्रेस पार्टी ने</p>	<p>Rahul Gandhi is trying to mislead people by telling baseless lies.</p> <p>Modi ji has given a guarantee to the Dalit, backward and tribal brothers and sisters of the entire country that as long as BJP is there, no one can touch reservation.</p> <p>Congress party has always attacked the reservation of SC/ST and OBC.</p> <p>- Mister...</p>	337	952	1.9K	253K	Apr. 28

	हमेशा एससी/एसटी और ओबीसी के आरक्षण पर हमले किए हैं।  - श्री...						
2	मेरी काशी!	My Kashi!	514	5.8K	65K	1.1M	Nov . 27, 202 3
3	Bharat, dekho!		12K	14K	56K		Sep 9, 202 2
4	Vote for BJP and make Bharat a <b>superpower</b> globally!		5.4K	21K	57K	1M	Apr. 21
5	ये चमक ये दमक, फुलवन मा	This shine, this shine, The smell of flowers,	467	6.6K	56K	K	631 Jan. 22

	महक, सब कुछ सरकार तुम्ही से है।	Everything is from you government.						
6	हमारे प्रभु राम आ गए!	Our Lord Ram has arrived!	596	7.4K	52K	K	650	Jan. 22
7	मोदी सरकार के 6 साल...बेमिसा ल	6 years of Modi government...unmatch ed	10K	14K	50K			May 16, 202 0
8	What Israel is facing today, India suffered between 2004-14. Never forgive, never forget...		3.4K	18K	50K	3.8M		Oct 7, 202 3
9	प्रभु राम को पाकर भक्त हुए भाव- विभोर...	after finding lord ram Devotees became emotional...	326	7.4K	50K	K	640	Jan. 22

10	“Ye award to banta hai!”		1.7K	7.2K	49K	1.7M	Mar 9
11	ॐ श्री वेंकटेश्वराये नमो नमः	Om Sri Venkateshwaraye Namo Namah	3.3K	5.9K	46K	4.2M	Nov . 27, 202 3
12	The new age Ravan is here. He is Evil. Anti Dharma. Anti Ram. His aim is to destroy Bharat.		8.3K	13K	45K	6.2M	Oct 5, 202 3
13	The power of your 'one vote'!		3.8K	8K	45K	1.6M	Apr. 18
14	मां भारती के सच्चे सपूत और करोड़ों युवाओं के प्रेरणास्त्रोत प्रधानमंत्री श्री	On behalf of the BJP family, many happy returns of the day to Prime Minister Shri Narendra Modi, the true son of Mother India and the source	3.4K	6.6K	40K		Sep 17, 201 9

	नरेन्द्र मोदी को भाजपा परिवार की तरफ से जन्मदिवस की कोटि-कोटि शुभकामनाएं।	of inspiration for millions of youth.					
15	देखिए...  I.N.D.I. अलायंस में Fight,  मैं ही दूल्हा हूँ Right.	See...  I.N.D.I. Fight in Alliance,  I am the groom right.	2.3K	14K	41K	2.2M	Mar 26
16	देखिए...  खानदानी लुटेरों का सच!  इनका सब काम अधूरा, लेकिन नारा... Ho Jayega.	See... the truth about family robbers!  All their work is incomplete,  But the slogan... Ho Jayega.	3K	23K	40K	1.2M	Mar 30

17	दिमाग तभी इतना दौड़ता है...	That's why the mind runs so much...	3.3K	6.2K	39K	2.3M	Nov . 22, 202 3
18	Fuse Tubelight		3.4K	6.7K	38K	2.3M	Nov . 24, 202 3
19	This is how a true leader uplifts his team. Through unstinted support and warmth!		1.3K	6.7K	37K		Sep 7, 201 9
20	Congress led UPA Surgical Strike : Don't do it Air Strike: Don't do it A-SAT Missile: Don't		1.3K	11K	36K		Mar 27, 201 9

	do it  Modi Sarkar  Surgical Strike: Go For It Air Strike: Go For It A-SAT Missile: Go For It  Modi Hai To Mumkin Hai.					
21	ॐ गं गणपतये नमः	Om Gan Ganpataye Namah	1.2K	3.5K	38K	983 K Aug . 1, 202 3
22	भोर भयो, बिन शोर, मन मोर, भयो विभोर, रग-रग है रंगा,	Dawn broke, without noise, My mind is full of fear, Every vein is coloured, blue brown	1.7K	6.8K	37K	Aug . 23, 202 0

	<p>नीला भूरा श्याम सुहाना, मनमोहक, मोर निराला। प्रधानमंत्री आवास में मोदी जी और राष्ट्रीय पक्षी मोर के मनमोहक दृष्य।</p>	<p>black pleasant, Adorable, the peacock is unique. Beautiful view of Modi ji and the national bird peacock at the Prime Minister's residence.</p>				
23	<p>संविधान के अनुच्छेद 370(3) के अंतर्गत जिस दिन से राष्ट्रपति द्वारा इस सरकारी गैजेट को स्वीकार किया जाएगा,</p>	<p>Under Article 370(3) of the Constitution, from the day this Government Gazette is accepted by the President, no clauses of Article 370 other than Article 370(1) will be applicable: Home Minister Shri</p>	1.9K	7K	36K	Aug . 5, 201 9

	<p>उस दिन से अनुच्छेद 370 (1) के अलावा अनुच्छेद 370 के कोई भी खंड लागू नहीं होंगे: गृह मंत्री श्री</p>						
24	<p>वो एक अकेला चल पड़ा...मैं उसकी ही कतार हूँ।  पूरा देश कह रहा है .... मैं भी चौकीदार हूँ।</p>	<p>He started walking alone...I am in his queue.  The whole country is saying... I am also a watchman.</p>	1.7K	8.8K	35K		<p>Apr. 14, 201 9</p>
25	<p>Congratulatio ns to ISRO for the successful launch of India's first</p>		333	5.8K	36K	867 K	<p>Sep 2, 202 3</p>

	Solar Mission Aditya L1!						
26	Modi 3.0 loading...		2.8K	8.3K	36K	1.8M	Mar 16
27	केदारनाथ धाम में कर्मयोगी	Karmayogi in Kedarnath Dham	1.4K	6K	34K		May 18, 201 9
28	Prime Minister Shri			718 3.3K	34K		Oct 30, 201 9
29	शेरों के तेवर नहीं बदलते...	The attitude of lions does not change...	1.8K	11K	33K		Mar 15, 201 9
30	आज तक ने प्रधानमंत्री श्री नरेन्द्र मोदी के भाषण पर दिखाई गलत खबर।	Aaj Tak showed wrong news on the speech of Prime Minister Shri Narendra Modi. Why after all?	5.3K	17K	32K		Apr. 6, 201 9

	आखिर क्यों?						
31	अगर राहुल गांधी को राफेल डील की 'details' ही पता नहीं, तो इतना हल्ला किस आधार पर मचाया?  देश की जनता को गुमराह करने के लिए?	If Rahul Gandhi does not know the details of the Rafale deal, then on what basis did he create so much noise?  To mislead the people of the country?	3.1K	14K	31K		May 14, 201 9
32	सत्य सनातन करो प्रणाम!	Salute to the eternal truth!	323	4K	32K	533 K	Jan. 12
33	Come on Team India!		834	3.2K	31K	4.5M	Nov . 19, 202 3
34	Congratulatio ns to ISRO!		422	5K	31K	505 K	Aug . 23,

	India is over the moon with pride!					2023
35	देश के राष्ट्रपति को अनुच्छेद 370(3) के तहत पब्लिक नोटिफिकेशन से धारा 370 को सीज करने के अधिकार हैं। जम्मू कश्मीर में अभी राष्ट्रपति शासन है, इसलिए जम्मू-कश्मीर असेंबली के सारे अधिकार संसद में निहित	The President of the country has the power to seize Section 370 through public notification under Article 370(3). There is currently President's rule in Jammu and Kashmir, hence all the powers of the Jammu and Kashmir Assembly are vested in the Parliament. We can pass President's order with majority: Shri Amit Shah	1.3K	5.7K	30K	Aug . 5, 2019

	हैं। राष्ट्रपति जी के आदेश को हम बहुमत से पारित कर सकते हैं: श्री अमित शाह						
36	PM Shri		1K	4.6K	30K		Aug . 7, 2019
37	प्रधानमंत्री श्री	Prime Minister Shri		817	4.2K	30K	Jan. 26, 2021
38	<b>24×7 for 2047!</b>		2.9K	18K	31K	1M	Apr. 18
39	ॐ हं हनुमते नमः	Om Han Hanumate Namah	1K	5.1K	39K	443 K	Apr. 23
40	हमारा तीसरा कार्यकाल बहुत बड़े फैसलों का	Our third term will be full of big decisions... I had said from the Red Fort and also	1.6K	5K	30K	1.4M	Feb. 5

<p>होगा...</p> <p>मैंने लाल किले से कहा था और राम मंदिर प्राण प्रतिष्ठा के समय भी दोहराया था कि देश को अगले हजार वर्षों तक समृद्ध और सिद्धि के शिखर पर देखना चाहता हूँ।</p> <p>तीसरा कार्यकाल अगले 100 वर्षों के लिए</p>	<p>reiterated at the time of Ram Mandir Pran Pratistha that I want to see the country prosperous and at the pinnacle of success for the next thousand years.</p> <p>The third term will be the term to lay a strong foundation for the next 100 years.</p>					
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	एक मजबूत नींव रखने का कार्यकाल होगा।  -....							
41	जय श्रीराम	Jai Shri Ram	533	5.6K	29K	K	628	Dec 8, 202 3
42	मैं देश को भरोसा दिलाना चाहता हूँ कि हमारे जवानों का बलिदान व्यर्थ नहीं जाएगा। हमारे लिए भारत की अखंडता और संप्रभुता सर्वोच्च है।  इसकी रक्षा	I want to assure the country that the sacrifice of our soldiers will not go in vain. For us, the integrity and sovereignty of India is supreme. No one can stop us from protecting it: PM Shri	1.1K	4.5K	28K			Jun 17, 202 0

	करने से हमें कोई भी रोक नहीं सकता: पीएम श्री					
	Difference Between Congress and BJP  Congress: Kashmir Is Not India's Internal Matter  BJP: Jaan De Denge Hum 43 PoK Ke Liye					Aug . 6, 201 9
44	कांग्रेस के मित्रो, राजकुमार को सुनकर आपको	Friends of Congress, do you feel tears in “kilo” or “litre” after listening to Rajkumar?	3.3K	5.1K	28K	Sep 4, 202 2

	“किलो” में आंसू आते हैं या “लीटर” में?					
45	Puppet in the hand of foreign powers...		1.7K	7.9K	28K	2.8M 3 Oct 6, 202
46	“कोरोना से लड़ाई में बहुत अच्छा काम हो रहा है और ऐसा लग रहा है कि पूरा हिंदुस्तान वाकई एक दूसरे से जुड़ा हुआ है। लेकिन चंद लोगों की वजह से ये बीमारी फैलती जा रही है।	“A lot of good work is being done in the fight against Corona and it seems that the whole of India is really connected with each other. But because of a few people this disease is spreading.  You decide whether all of us stay or no one stays!”	979	6.4K	27K	0 Apr. 16, 202

	हम सब रहें या कोई ना रहे, तय कर लो!”						
47	नेहरू का सच...	Nehru's truth...	2.2K	6.3K	28K	2.5M	3 May 28, 202
48	सनातन धर्म ध्वजा लहराएगी! मंदिर वहीं बन रहा है	Will hoist the Sanatan Dharma flag! the temple is being built there	861	5.2K	28K	647 K	3 Sep 5, 202
49	Congress presents the <b>MONEY HEIST!</b>		826	8.6K	28K	7.7M	3 Dec 12, 202

Appendix E - Figure 4: @rahulghandi Profile Data

Position	Post_text	Transcribed	Comments	Retweets	Likes	Views	Date of API access
1	<p>देश के युवाओं!</p> <p>कांग्रेस आपको 5 ऐतिहासिक गारंटियां दे रही है जो आपकी तकदीर बदल देगी।</p> <p>1. भर्ती भरोसा : 30 लाख सरकारी पदों पर तत्काल स्थायी नियुक्ति की गारंटी।</p> <p>2. पहली नौकरी पक्की :</p> <p>हर ग्रेजुएट और</p>	<p>The youth of the country!</p> <p>Congress is giving you 5 historic guarantees which will change your destiny.</p> <p>1. Recruitment Trust : Guarantee of immediate permanent appointment to 30 lakh government posts.</p> <p>2. First job guaranteed:</p>	10K	29K	69K	3.1 M	Mar 7

	डिप्लोमाधारी को एक लाख रू प्रतिवर्ष स्टाइपेंड के अप्रेंटिसशिप की गारंटी।  3. पेपर...	Apprenticeship guarantee of Rs.1 lakh per year stipend to every graduate and diploma holder.  3. Paper...					
2	मैं भारत की आवाज़ के लिए लड़ रहा हूँ।  मैं हर कीमत चुकाने को तैयार हूँ।	I am fighting for India's voice.  I am ready to pay any price.	31K	68K	K	211 11M	Mar 24, 2023
3	I'm happy to congratulate Mamata ji and the people of West Bengal for soundly defeating the BJP.		20K	27K	K	179	May 2, 2021
4	I accept the verdict of the people of India		22K	23K	K	175	May 23, 2019
5	जो मोहब्बत इनसे मिली है, वही देश से बांट रहा हूँ।	The love that has come from them,	7.8K	28K	K	172 5.5 M	Dec 24, 2022

		I am sharing from the same country."					
6	दुनिया की कोई भी ताकत मुझे हाथरस के इस दुखी परिवार से मिलकर उनका दर्द बांटने से नहीं रोक सकती।	No power in the world can stop me from meeting this sad family of Hathras and sharing their pain.	17K	33K	159K		Oct 3, 2020
7	In view of the Covid situation, I am suspending all my public rallies in West Bengal.  I would advise all political leaders to think deeply about the consequences of holding large public rallies under the current circumstances.		12K	38K	155K		Apr. 18, 2021
8	Mohammad		6.1K	42K	151K		Oct 25, 2021

9	वो Dislike		11K	51K	K	149	Sep 5, 2020
10	I could walk a thousand miles for a moment like this.		4.7K	21K	K	149	Sep 28, 2022
11	एक मां और बेटे के बीच का प्यार अनन्त और अनमोल होता है।  मोदी जी, इस कठिन समय में मेरा प्यार और समर्थन आपके साथ है। मैं आशा करता हूं आपकी माताजी जल्द से जल्द स्वस्थ हो जाएं।	The love between a mother and son is eternal and eternal.  Modi ji, my love and support are with you in this difficult time. I hope your mother gets well soon.	2.3K	20K	K	139 3.9 M	Dec 28, 2022
12	Wishing PM Narendra Modi ji a happy birthday.		8K	13K	K	135	Sep 17, 2020
13	दुख की घड़ी में अपनों को अकेला नहीं छोड़ा जाता।	People are not left alone in times of grief.  In UP, it is the fear of	11K	34K	K	132	Oct 1, 2020

	<p>UP में जंगलराज का ये आलम है कि शोक में डूबे एक परिवार से मिलना भी सरकार को डरा देता है।</p> <p>इतना मत डरो, मुख्यमंत्री महोदय!</p>	<p>Jungleraj that meeting a family drowned in grief also scares the government.</p> <p>Don't be so afraid, Mr. Chief Minister!</p>					
14	<p>फ़ेल सरकार महँगाई की मार बेरोज़गारी की सब हदें पार!</p>	<p>The failed government has crossed all the limits of inflation and unemployment!</p>	11K	70K	131K		Feb. 25, 2021
15	<p>Why is the PM silent? Why is he hiding?</p> <p>Enough is enough. We need to know what has happened.</p> <p>How dare China kill our soldiers? How dare they take our land?</p>		34K	36K	128K		Jun 17, 2020

16	<p>कोविड संकट को देखते हुए, मैंने पश्चिम बंगाल की अपनी सभी रैलियाँ रद्द करने का निर्णय लिया है।</p> <p>राजनैतिक दलों को सोचना चाहिए कि ऐसे समय में इन रैलियों से जनता व देश को कितना खतरा है।</p>	<p>In view of the Kovid crisis, I have decided to cancel all my rallies in West Bengal.</p> <p>Political parties should think about how much danger these rallies pose to the people and the country at such a time.</p>	11K	29K	K	128	Apr. 18, 2021
17	<p>Arrest me too.</p> <p>मुझे भी गिरफ्तार करो।</p>	<p>Arrest me too.</p> <p>arrest me too</p>	25K	40K	K	127	May 16, 2021
18	<p>Dear Virat,</p> <p>These people are filled with hate because nobody gives them any love. Forgive them.</p> <p>Protect the team.</p>		4.5K	28K	K	128	Nov. 2, 2021

19	भारत जुड़ेगा, INDIA जीतेगा	India will join, INDIA will win	23K	46K	124 K	7.4 M	Jul 18, 2023
20	आप सभी को ईद मुबारक! Eid Mubarak to each and every one of you.	Eid Mubarak to you all! Eid Mubarak to each and every one of you.	9.3K	14K	121 K		May 25, 2020
21	मैं हाथरस के पीड़ित परिवार से मिला और उनका दर्द समझा। मैंने उन्हें विश्वास दिलाया कि हम इस मुश्किल वक़्त में उनके साथ खड़े हैं और उन्हें न्याय दिलाने में पूरी मदद करेंगे। UP सरकार चाह कर भी मनमानी नहीं कर पाएगी क्योंकि अब इस देश की बेटी को इन्साफ़ दिलाने पूरा देश खड़ा है।	I met the suffering family of Hathras and understood their pain. I assured them that we stand with them in this difficult time and will fully help them in getting justice. The UP government will not be able to do anything arbitrarily because now the whole country is standing to give justice to the daughter of this country.	11K	26K	119 K		Oct 3, 2020

22	I salute the pilots of the IAF.		17K	23K	K	118	Feb. 26, 2019
23	We walk for an India where no one lives in fear, and everyone finds a better future.		3.7K	19K	K	121	3M Dec 24, 2022
24	<p>कोरोना काल में सरकार की उपलब्धियां:</p> <ul style="list-style-type: none"> <li>● फरवरी- नमस्ते ट्रंप</li> <li>● मार्च- MP में सरकार गिराई</li> <li>● अप्रैल- मोमबत्ती जलवाई</li> <li>● मई- सरकार की 6वीं सालगिरह</li> <li>● जून- बिहार में वर्चुअल रैली</li> <li>● जुलाई- राजस्थान सरकार गिराने की कोशिश</li> </ul>	<p>Achievements of Government in Corona Period:</p> <ul style="list-style-type: none"> <li>● February- Hello Trump</li> <li>● March- Govt fell in MP</li> <li>● April- Candle lighting</li> <li>● May- 6th anniversary of Sarkar</li> <li>● June- Virtual rally in Bihar</li> <li>● July- Attempt to topple the government of Rajasthan</li> </ul>	13K	32K	K	116	Jul 21, 2020

	इसी लिए देश कोरोना की लड़ाई में 'आत्मनिर्भर' है।	This is why the country is 'self-reliant' in the fight against Corona.					
25	Congratulations to President-elect		2.9K	15K	K	117	Nov. 7, 2020
26	तू इधर उधर की न बात कर, ये बता कि क्राफ़िला कैसे लुटा, मुझे रहज़नों से गिला तो है, पर तेरी रहबरी का सवाल है।	Don't talk about this or that. Tell me how the convoy was looted. I am angry with the secrets, But there is the question of your care.	21K	27K	K	116	Jun 30, 2020
27	हिम्मत है तो करो-	If you have courage then do it-	7.7K	39K	K	116	Feb. 28, 2021
28	एक साइड चुनने का समय है। मेरा फ़ैसला साफ़ है। मैं	It's time to choose a side. My decision is clear. I am with democracy, I	18K	28K	K	115	Jan. 28, 2021

	लोकतंत्र के साथ हूँ, मैं किसानों और उनके शांतिपूर्ण आंदोलन के साथ हूँ।	am with the farmers and their peaceful movement.					
29	‘मैं दुनिया में किसी से नहीं डरूंगा... मैं किसी के अन्याय के समक्ष झुकूँ नहीं, मैं असत्य को सत्य से जीतूँ और असत्य का विरोध करते हुए मैं सभी कष्टों को सह सकूँ।’  गाँधी जयंती की शुभकामनाएँ।	I will not be afraid of anyone in the world... I will not bow down to anyone's injustice, I will conquer untruth with truth and I will be able to endure all the hardships while opposing untruth.'  Best wishes on Gandhi Jayanti.	6.9K	24K	115K		Oct 2, 2020
30	I'm sorry to hear about the passing of Irrfan Khan. A versatile & talented actor, he was a popular Indian brand ambassador on the global film & tv stage.  He will be greatly		2.6K	15K	114K		Apr. 29, 2020

	missed. My condolences to his family, friends & fans at this time of grief.					
31	हम पहले भी तूफानों से कशती निकाल कर लाए हैं, हम आज भी हर चुनौतियों की हदें तोड़ेंगे, मिलकर भारत जोड़ेंगे।		6.1K	23K	115 K	Oct 6, 2022
32	“अब ना मैं हूँ ना बाक़ी हैं ज़माने मेरे, फिर भी मशहूर हैं शहरों में फ़साने मेरे...”  अलविदा, राहत इंदौरी साहब।	“Now I am neither here nor there is any time left for me,  Still, my tricks are famous in the cities...”  Goodbye, Rahat Indori Saheb.	3.5K	18K	113 K	Aug. 11, 2020
33	Crocodiles are innocent.  मगरमच्छ निर्दोष हैं।	Crocodiles are innocent.	11K	24K	113 K	May 22, 2021
34	12 करोड़ रोज़गार गायब	12 crore jobs missing	12K	37K	112 K	Sep 4, 2020

35	<p>My father was gentle, loving, kind &amp; affectionate. He taught me to love &amp; respect all beings. To never hate. To forgive.</p> <p>I miss him.</p> <p>On his death anniversary, I remember my father with love &amp; gratitude.</p>		8.7K	18K	110K	May 21, 2019
36	<p>I'm sorry to hear about the air crash in Pakistan in which many lives have been lost. News of survivors is a ray of hope &amp; I pray that there are many miraculous stories of survival tonight. My deepest condolences to the</p>		5.5K	14K	109K	May 22, 2020

	families of those who have perished.					
37	Truth, Compassion, Progress.		6.8K	18K	109K	May 21, 2021
38	‘हम दो, हमारे दो’ की सरकार!	Government of ‘Hum Do, Hamare Do’!	11K	22K	107K	Feb. 11, 2021
39	This is what a failed lockdown looks like.		12K	34K	107K	Jun 5, 2020
40	कई जवाबों से अच्छी है खामोशी उसकी न जाने कितने सवालों की आबरू रख ली	His silence is better than many answers I don't know how many questions kept my honor intact.	8.9K	20K	105K	Jul 10, 2020
41	Wishing Mr Amit Shah a speedy recovery.		4K	10K	106K	Aug. 2, 2020
42	After experiencing mild symptoms, I've just tested positive for COVID.		21K	23K	106K	Apr. 20, 2021

	<p>All those who've been in contact with me recently, please follow all safety protocols and stay safe.</p>						
43	<p>Dear Dr. Manmohan Singh Ji,</p> <p>Wishing you a speedy recovery.</p> <p>India needs your guidance and advice in this difficult time.</p>		3.1K	17K	106K		Apr. 19, 2021
44	<p>आज हमारे लाखों छात्र सरकार से कुछ कह रहे हैं। NEET, JEE परीक्षा के बारे में उनकी बात सुनी जानी चाहिए और सरकार को एक सार्थक हल निकालना चाहिए।</p> <p>GOI must listen to the</p>		8.1K	49K	104K		Aug. 23, 2020

45	<p>Congratulations to Shri MK Stalin for the victory.</p> <p>People of Tamil Nadu have voted for change and we will, under your leadership, prove to be a confident step in that direction.</p> <p>Best wishes.</p>		1.8K	15K	K	106		May 2, 2021
46	<p>चुनाव खत्म, लूट फिर शुरू!</p>	<p>Elections over, The looting begins again!</p>	6K	21K	K	105		May 6, 2021
47	<p>राज्याभिषेक पूरा हुआ - 'अहंकारी राजा' सड़कों पर कुचल रहा जनता की आवाज़!</p>	<p>Coronation completed - the 'arrogant king' is crushing the voice of the people on the streets!</p>	5.9K	42K	K	107	3.5 M	May 28, 2023
48	<p>हिंसा किसी समस्या का हल नहीं है। चोट किसी को भी लगे, नुकसान हमारे देश का ही होगा।</p>	<p>Violence is not the solution to any problem. No matter who gets hurt, our country will suffer the loss.</p>	17K	21K	K	103		Jan. 26, 2021

	देशहित के लिए कृषि- विरोधी क़ानून वापस लो!	Withdraw the anti- agriculture laws for the national interest!					
49	अपनी भांजी के साथ छेड़छाड़ का विरोध करने पर पत्रकार विक्रम जोशी की हत्या कर दी गयी। शोकग्रस्त परिवार को मेरी सांत्वना।  वादा था राम राज का, दे दिया गुंडाराज।	“Journalist Vikram Joshi was murdered for protesting against the molestation of his niece. My condolences to the bereaved family.  Ram Raj had promised, Gundaraj gave it.”	8.4K	22K	103 K		Jul 22, 2020
50	हमारे जवानों को नॉन- बुलेट प्रूफ़ ट्रकों में शहीद होने भेजा जा रहा है और PM के लिए 8400 करोड़ के हवाई जहाज़!  क्या यह न्याय है?	“Our soldiers are being sent to be martyred in non-bullet proof trucks and planes worth Rs 8400 crore for the PM!  Is this justice?”	14K	35K	102 K		Oct 10, 2020

51	<p>India is reeling under Modi-made disasters:</p> <ol style="list-style-type: none"> <li>1. Historic GDP reduction -23.9%</li> <li>2. Highest Unemployment in 45 yrs</li> <li>3. 12 Crs job loss</li> <li>4. Centre not paying States their GST dues</li> <li>5. Globally highest COVID-19 daily cases and deaths</li> <li>6. External aggression at our borders</li> </ol>		9.5K	35K	K		Sep 2, 2020
52	I am sorry to hear about the passing of		2.4K	11K	K	102	Jun 14, 2020
53	<p>रामेश्वर जी एक ज़िंदादिल इंसान हैं!</p> <p>उनमें करोड़ों भारतीयों के सहज स्वभाव की झलक</p>	<p>Rameshwar ji is a lively person!</p> <p>A glimpse of the innate nature of crores of</p>	4.9K	26K	K	105 2.8 M	Aug. 14, 2023

	<p>दिखती है।</p> <p>विपरीत परिस्थितियों में भी मुस्कुराते हुए मजबूती से आगे बढ़ने वाले ही सही मायने में 'भारत भाग्य विधाता' हैं।</p>	<p>Indians is visible in them.</p> <p>Only those who move ahead with a smile even in adverse circumstances are truly 'India's destiny makers'.</p>					
54	<p>Happy birthday, Modi ji.</p>		6.3K	11K	102K		Sep 17, 2021
55	<p>मैंने प्रधानमंत्री की आखों में डर देखा है - वो डरते हैं अडानी पर संसद में मेरे अगले भाषण से।</p> <p>सीधा सवाल है - शेल कंपनियों द्वारा अडानी समूह में लगाया गया ₹20,000 करोड़ का विदेशी पैसा किसका है?</p> <p>ये सारा नाटक इसी सवाल</p>	<p>I have seen fear in the Prime Minister's eyes - he is afraid of my next speech in Parliament on Adani.</p> <p>The simple question is - whose foreign money worth ₹20,000 crore invested by shell companies in Adani Group belongs to?</p>	6.9K	31K	103K	3.1M	Mar 25, 2023

	से ध्यान भटकाने के लिए है।	This whole drama is to divert attention from this question.					
56	कब होगी राष्ट्र रक्षा और सुरक्षा की बात?	When will there be talk of national defense and security?	24K	24K	100K		Jun 28, 2020
57	सुनो जन के मन की बात-	Listen to what is in people's mind-	8.2K	40K	100K		Feb. 21, 2021
58	तीन चीज़ें जो देर तक छिप नहीं सकतीं- सूर्य, चंद्रमा और सत्य। - गौतम बुद्ध  आप सभी को गुरु पूर्णिमा की हार्दिक शुभकामनाएँ।	Three things which cannot be hidden for long – Sun, Moon and Truth. - Gautam buddha  Best wishes to all of you on Guru Purnima.	11K	17K	99K		Jul 5, 2020
59	Modi Ji,  The battle is over. Your Karma awaits you.  Projecting your inner beliefs about yourself onto my father won't		21K	31K	99K		May 5, 2019

	<p>protect you.</p> <p>All my love and a huge hug.</p> <p>Rahul</p>					
60	<p>मर्यादा पुरुषोत्तम भगवान राम सर्वोत्तम मानवीय गुणों का स्वरूप हैं। वे हमारे मन की गहराइयों में बसी मानवता की मूल भावना हैं।</p> <p>राम प्रेम हैं वे कभी घृणा में प्रकट नहीं हो सकते</p> <p>राम करुणा हैं वे कभी क्रूरता में प्रकट नहीं हो सकते</p> <p>राम न्याय हैं</p>	<p>Maryada Purushottam Lord Ram is the embodiment of the best human qualities. They are the basic feeling of humanity residing in the depths of our minds.</p> <p>Ram is love May they never appear in hatred</p> <p>Ram is compassion May they never appear in cruelty</p> <p>Ram is justice</p>	17K	22K	99K	<p>Aug. 5, 2020</p>

	वे कभी अन्याय में प्रकट नहीं हो सकते।	They can never appear in injustice.				
61	मोदी जी का 'कैश-मुक्त' भारत दरअसल 'मज़दूर-किसान-छोटा व्यापारी' मुक्त भारत है।  जो पाँसा 8 नवंबर 2016 को फेंका गया था, उसका एक भयानक नतीजा 31 अगस्त 2020 को सामने आया।  GDP में गिरावट के अलावा नोटबंदी ने देश की असंगठित अर्थव्यवस्था को कैसे तोड़ा ये जानने के लिए मेरा वीडियो देखिए।	Modi ji's 'cash-free' India is actually 'laborer-farmer-small businessman' free India.  The die that was thrown on 8th November 2016 had a dire outcome on 31st August 2020.  Watch my video to know how demonetization broke the unorganized economy of the country apart from the decline in GDP.	9.6K	35K	97K	Sep 3, 2020
62	एक सच्चे देशभक्त, उदार और परोपकारी पिता के	I am proud to be the son of a true patriot, generous and	8.1K	16K	98K	May 21, 2020

	<p>पुत्र होने पर मुझे गर्व है। प्रधानमंत्री के रूप में राजीव जी ने देश को प्रगति के पथ पर अग्रसर किया। अपनी दूरदर्शी से देश के सशक्तीकरण के लिए उन्होंने ज़रूरी कदम उठाए। आज उनकी पुण्यतिथि पर मैं स्नेह और कृतज्ञता से उन्हें सादर नमन करता हूँ।</p>	<p>philanthropic father. As Prime Minister, Rajiv ji led the country on the path of progress. With his foresight, he took necessary steps to empower the country. Today on his death anniversary, I pay my respects to him with affection and gratitude.</p>					
63	<p>बचाने वाला हमेशा मारने वाले से बड़ा होता है।</p>	<p>The one who saves is always greater than the one who kills.</p>	5.2K	21K	96K		May 14, 2021
64	<p>Come what may, my duty remains the same. Protect the idea of India.</p>		7K	27K	99K	2.4 M	Aug. 4, 2023
65	<p>जनता के प्राण जाएँ पर PM की टैक्स वसूली ना जाए!</p>	<p>People's lives may be lost but PM's tax collection should not be lost.</p>	7K	19K	96K		May 8, 2021

66	<p>LIC की पूंजी, अडानी को!</p> <p>SBI की पूंजी, अडानी को!</p> <p>EPFO की पूंजी भी, अडानी को!</p> <p>‘मोडानी’ के खुलासे के बाद भी, जनता के रिटायरमेंट का पैसा अडानी की कंपनियों में निवेश क्यों किया जा रहा है?</p> <p>प्रधानमंत्री जी, न जांच, न जवाब! आखिर इतना डर क्यों?</p>	<p>LIC's capital to Adani!</p> <p>SBI's capital to Adani!</p> <p>EPFO's capital also to Adani!</p> <p>Even after the revelations by 'Modani', why is the public's retirement money being invested in Adani's companies?</p> <p>Prime Minister, no investigation, no answer! After all, why so much fear?</p>	8K	28K	98K	3M	Mar 27, 2023
67	<p>EC की गाड़ी खराब, भाजपा की नीयत खराब, लोकतंत्र की हालत खराब!</p>	<p>EC car broke down, BJP's intentions are bad, The condition of democracy is bad!</p>	7.6K	23K	95K		Apr. 2, 2021

68	पापा, आप हर पल मेरे साथ, मेरे दिल में हैं। मैं हमेशा प्रयास करूंगा कि देश के लिए जो सपना आपने देखा, उसे पूरा कर सकूँ।	Papa, you are with me every moment, in my heart. I will always try to fulfill the dream you saw for the country.	5.1K	21K	97K	Aug. 20, 2022
69	JEE-NEET aspirants wanted the PM do 'Pariksha Pe Charcha' but the PM did 'Khilone Pe Charcha'.	JEE-NEET aspirants wanted the PM to do 'Pariksha Pe Charcha' but the PM did 'Khilone Pe Charcha'.	6.4K	35K	95K	Aug. 30, 2020
70	The		13K	24K	95K	May 9, 2020
71	ना टेस्ट हैं, ना हॉस्पिटल में बेड, ना वेंटिलेटर हैं, ना ऑक्सीजन, वैक्सीन भी नहीं है, बस एक उत्सव का ढोंग है।	There are no tests, no beds in the hospital, There are no ventilators, no oxygen, There is no vaccine either It's just a pretense of celebration.	7.9K	21K	95K	Apr. 15, 2021

	PMCare?	PMCare?					
72	<p>घर पर क्वॉरंटीन हूँ और लगातार दुखद समाचार आ रहे हैं।</p> <p>भारत में संकट सिर्फ़ कोरोना नहीं, केंद्र सरकार की जन विरोधी नीतियाँ हैं।</p> <p>झूठे उत्सव व खोखले भाषण नहीं, देश को समाधान दो!</p>	<p>I am quarantined at home and sad news is coming continuously.</p> <p>The crisis in India is not just Corona, it is the anti-people policies of the Central Government.</p> <p>Give solution to the country, not false celebrations and empty speeches!</p>	8.1K	20K	94K	Apr. 22, 2021	
73	<p>Congratulations to the team at</p>		2.5K	11K	94K	Sep 6, 2019	
74	<p>अग्निपथ - नौजवानों ने नकारा</p> <p>कृषि कानून - किसानों ने नकारा</p>	<p>Agneepath - Rejected by the youth</p> <p>Agricultural law - farmers rejected</p>	15K	30K	95K	Jun 17, 2022	

	<p>नोटबंदी - अर्थशास्त्रियों ने नकारा</p> <p>GST - व्यापारियों ने नकारा</p> <p>देश की जनता क्या चाहती है, ये बात प्रधानमंत्री नहीं समझते क्योंकि उन्हें अपने 'मित्रों' की आवाज़ के अलावा कुछ सुनाई नहीं देता।</p>	<p>Demonetization – Economists rejected</p> <p>GST - traders rejected</p> <p>The Prime Minister does not understand what the people of the country want because he does not hear anything except the voices of his 'friends'.</p>					
<p>75</p>	<p>I lost my father to the politics of hate and division. I will not lose my beloved country to it too.</p> <p>Love will conquer hate.</p> <p>Hope will defeat fear.</p> <p>Together, we will overcome.</p>		<p>7.2K</p>	<p>24K</p>	<p>95K</p>		<p>Sep 7, 2022</p>

76	<p>मोदी 'सिस्टम' में जितनी आसानी से सवाल उठाने वालों की गिरफ्तारी होती है, उतनी आसानी से वैक्सीन मिलती तो देश आज इस दर्दनाक स्थिति में ना होता।</p> <p>कोरोना रोको, जनता के सवाल नहीं!</p>	<p>Had the vaccine been available with the same ease with which those who raise questions are arrested in the Modi 'system', the country would not have been in this painful situation today.</p> <p>Stop Corona, not public questions!</p>	9.4K	20K	93K	May 18, 2021
77	<p>The Arogya Setu app, is a sophisticated surveillance system, outsourced to a pvt operator, with no institutional oversight - raising serious data security &amp; privacy concerns. Technology can help keep us safe; but fear must not be leveraged to track</p>		19K	27K	92K	May 2, 2020

	citizens without their consent.					
78	“आदमी का सबसे बड़ा दुश्मन उसका गुरूर है।” - मुंशी प्रेमचंद	“Man's worst enemy is his pride.” -Munshi Premchand	7.6K	16K	93K	Jul 31, 2021
79	Give up hatred, not social media accounts.		15K	26K	92K	Mar 2, 2020
80	Narendra Modi  Is actually Surender Modi		42K	34K	91K	Jun 21, 2020
81	चर्चा बहुत हो चुकी।  देशवासियों को वैक्सीन मुफ्त मिलनी चाहिए- बात खत्म।  मत बनाओ भारत को भाजपा system का victim!	Enough discussion has been done.  The countrymen should get the vaccine for free – the matter is over.  Don't make India a victim of BJP system!	6.6K	21K	91K	Apr. 26, 2021

82	#अबकी_बार_करोड़ों_बे रोजगार	#this_time_crores_unemployed	12K	22K	91K		Jun 3, 2021
83	भाजपा ने आज पूरे देश पर केरोसिन फेंक दिया है।  मणिपुर पर फेंका, वहां आग लगा दी,  हरियाणा पर छिड़का, वो भी जल रहा है।  पूरे देश को जलाने में लगे हैं!  ये भारत मां के रखवाले नहीं, भारत मां के हत्यारे हैं!	Today BJP has thrown kerosene on the entire country.  Thrown on Manipur, set it on fire,  Sprinkled on Haryana, it is also burning.  They are trying to burn the entire country!  These are not protectors of Mother India, they are murderers of Mother India!	5.5K	29K	94K	M	1.6 Aug. 9, 2023
84	पुलवामा हमले में शहीद हुए वीर सैनिकों को श्रद्धांजलि और उनके परिवारों को नमन।	Tribute to the brave soldiers martyred in Pulwama attack and to their families.	3.5K	13K	91K		Feb. 14, 2021

	देश आपका ऋणी है।	The country is indebted to you.					
	सच कितनी खूबी से सामने आता है।	The truth comes out so beautifully.					
85	नरेंद्र मोदी स्टेडियम - अडानी एंड - रिलायंस एंड जय शाह की अध्यक्षता में!	Narendra Modi Stadium -Adani End - Reliance & Under the chairmanship of Jai Shah!	8.7K	28K	90K	Feb. 24, 2021	
86	The entire universe is a teacher for those who are willing to learn.		5K	17K	90K	Sep 5, 2020	
87	ब्लू टिक के लिए मोदी सरकार लड़ रही है- कोविड टीका चाहिए तो आत्मनिर्भर बनो!	Modi government is fighting for blue tick- If you want Covid vaccine, be self-reliant!	7.4K	19K	90K	Jun 6, 2021	
88	मूछों पर ताव, बाजुओं में दम, फौलादी इरादे, जोशीले कदम!	There is pride in the moustache, strength in the arms,	2.9K	15K	91K	Nov. 25, 2022	

		Steely intentions, passionate steps!					
89	India feels the absence of a PM with the depth of Dr Manmohan Singh. His honesty, decency and dedication are a source of inspiration for us all.  Wishing him a very happy birthday and a lovely year ahead.		7K	20K	89K	Sep 26, 2020	
90	I'm dismayed by the "unfollowing" of our President & PM by the White House. I urge the Ministry of External Affairs to take note.		9.1K	18K	88K	Apr. 29, 2020	
91	One simple question-  If vaccines are free for all, why should private		18K	24K	89K	Jun 7, 2021	

	hospitals charge for them?						
	<p>डरा हुआ तानाशाह, एक मरा हुआ लोकतंत्र बनाना चाहता है।</p> <p>मीडिया समेत सभी संस्थाओं पर कब्ज़ा, पार्टियों को तोड़ना, कंपनियों से हफ्ता वसूली, मुख्य विपक्षी दल का अकाउंट फ्रीज़ करना भी 'असुरी शक्ति' के लिए कम था, तो अब चुने हुए मुख्यमंत्रियों की गिरफ्तारी भी आम बात हो गई है।</p>	<p>A frightened dictator wants to create a dead democracy.</p> <p>While capturing all the institutions including the media, breaking up the parties, extorting money from companies, freezing the account of the main opposition party was not enough for the 'devilish power', now the arrest of the elected Chief Ministers has also become a common thing.</p>					
92	INDIA इसका...	INDIA its...	8.8K	29K	92K	M	3.1 Mar 21
93	<p>वैक्सीन के लिए सिर्फ़ online रेजिस्ट्रेशन काफ़ी नहीं। वैक्सीन सेंटर पर</p>	<p>Online registration alone is not enough for the vaccine. Everyone who</p>	8.4K	20K	88K		Jun 10, 2021

	<p>walk-in करने वाले हर व्यक्ति को टीका मिलना चाहिए।</p> <p>जीवन का अधिकार उनका भी है जिनके पास इंटरनेट नहीं है।</p>	<p>walks-in to a vaccine center should get the vaccine.</p> <p>Even those who do not have internet have the right to life.</p>					
94	<p>Petrol Rate in Indian Rupees (₹)</p> <p>Afghanistan: 66.99</p> <p>Pakistan: 62.38</p> <p>Sri Lanka: 72.96</p> <p>Bangladesh: 78.53</p> <p>Bhutan: 86.28</p> <p>Nepal: 97.05</p> <p>India: 101.81</p> <p>प्रश्न न पूछो 'फ़कीर' से, कैमरा पर बाँटे ज्ञान।</p> <p>जुमलों से भरा झोला लेकर, लूटे हिंदुस्तान॥</p>	<p>Don't ask questions to 'Fakir', share knowledge on camera.</p> <p>Looted India with a bag full of slogans.</p>	14K	27K	88K		Mar 31, 2022

95	Wishing every one a happy		4.8K	12K	87K	Aug. 3, 2020
96	My best wishes & congratulations to Mr Kejriwal and the AAP on winning the Delhi Assembly elections.		4.8K	10K	87K	Feb. 11, 2020
97	<p>Modi Govt is jeopardising India's future.</p> <p>Arrogance is making them ignore the genuine concerns of the JEE-NEET aspirants as well as the demands of those who took SSC and other exams.</p> <p>Give jobs, not empty slogans.</p>		7.3K	40K	86K	Sep 1, 2020

98	I congratulate our security forces for bringing the terrorist, Riyaz Naikoo, to justice. The killing of innocent people by terrorists must never go unpunished.		5.9K	13K	86K	May 6, 2020
99	सच से सवालों से कार्टून से- वह सब से डरता है।	truthfully with questions From cartoon- He is afraid of everything.	7.7K	19K	86K	Jun 11, 2021

Appendix F - Figure 5: Tweet Comparison

