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Social media and schedule tribe's voting behaviour in India: A case study of Arunachal Pradesh

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Abstract

Social media has become a powerful tool for political communication and mobilization in recent years. However, its impact on the voting behaviour of schedule tribe voters, who constitute a significant segment of the electorate in Arunachal Pradesh, remains largely unexplored. This study examines how social media influences the political awareness, participation, and preferences of scheduled tribe voters in Arunachal Pradesh, a state with diverse ethnic and cultural groups. The study is based on primary data collected through a survey of 300 Scheduled Tribe voters from various constituencies and secondary sources such as electoral rolls, official reports, and media articles. The study finds that social media has a positive and significant effect on the political awareness and participation of Scheduled Tribe voters, but a mixed and moderate effect on their political preferences. The study also reveals that Scheduled Tribe voters use social media mainly for information-seeking, social networking, and entertainment purposes. Their exposure to social media varies across different demographic and socio-economic factors. The study concludes that social media has the potential to enhance the political empowerment and representation of Scheduled Tribe voters in Arunachal Pradesh, but also poses some challenges and risks to the quality and integrity of democracy.

Keywords: Social media, Scheduled Tribe voters, voting behaviour, Arunachal Pradesh, political communication

Introduction

The rise of social media has dramatically transformed political engagement globally, reshaping how individuals interact, communicate, and participate in democratic processes. In India, social media's role in influencing voting behavior, particularly among marginalized groups such as Scheduled Tribes (STs), has attracted growing academic attention. These platforms offer new avenues for political engagement, campaign strategies, and voter mobilization, presenting both opportunities and challenges.

The relationship between social media and political participation is multifaceted, with potential benefits and drawbacks. On the positive side, social media can increase political awareness, foster inclusivity, and enhance voter turnout, particularly by providing marginalized communities with a voice in the political arena (Richardson, 2017) ^[11]. Conversely, the spread of misinformation, reinforcement of partisan biases, and the exacerbation of existing social and political divisions are significant concerns. This dual impact of social media has been evident in elections worldwide, including in the Indian context.

For India's Scheduled Tribes, who have historically faced obstacles to full political participation and representation, the advent of social media presents a unique opportunity to bridge gaps in political engagement. Representing about 8.6% of India's population, STs show varying levels of electoral participation across regions, with structural and socio-economic factors shaping their involvement in the democratic process. The proliferation of social media has the potential to enhance STs' political engagement by offering a platform to voice their concerns, participate in political discourse, and engage with electoral campaigns. However, several factors influence the impact of social media on the voting behavior of Scheduled Tribes, including digital literacy, access to technology, and the nature of online political engagement (Patnaik, 2021) ^[7]. Political parties and candidates have increasingly recognized the power of social media to shape electoral outcomes, often tailoring their

messages and campaigns to target ST voters through platforms like Facebook and WhatsApp (Basu, 2021) ^[1]. These targeted campaigns have the potential to alter voting behavior by amplifying specific issues, promises, and political narratives that resonate with ST communities.

In Arunachal Pradesh, where modern participatory democracy began with the 1978 legislative assembly elections, the role of digital technologies in politics has grown significantly. The 2014 assembly election marked the beginning of the state's engagement with digital politics, but it was the 2019 assembly election that saw an unprecedented rise in social media use for campaigning. With limited access to television channels in rural areas, social media emerged as a key tool for political communication. Increased internet access, facilitated by private service providers like JIO, Bharti Airtel, and Vodafone, has expanded digital connectivity, enabling both urban and rural populations to engage with social media platforms. Consequently, social media has become a central source of political information and communication for many residents, compelling political parties to integrate these platforms into their campaign strategies.

This study examines the influence of social media on the voting behavior of Scheduled Tribe voters in Arunachal Pradesh. By investigating the impact of digital campaigns on political awareness, participation, and preferences, this paper aims to shed light on the evolving role of social media in shaping the political behavior of STs in a rapidly digitalizing political landscape.

Review of Literature

The literature on voting behavior in Arunachal Pradesh provides a diverse understanding of the region's political dynamics. Nani Bath examines the shift from traditional tribal village Council systems to modern electoral politics, highlighting the late introduction of franchise rights in 1977 and the influence of traditional democratic practices on contemporary voting behaviors. The Lokniti (CSDS) study (2019) ^[5] explores the impact of social media on political behavior across India, excluding Arunachal Pradesh, and finds a significant role of social media in voter awareness and political influence. Nich Nanki's (2020) ^[6] research on the 16-Yachuli Assembly Constituency identifies socioeconomic factors, clan affiliations, and monetary considerations as key determinants of voting behavior, but does not address social media's influence. Lokpa Tamang's (2022) ^[10] study of the 44th-Tezu ST Assembly Constituency reveals a positive correlation between social media use and political awareness, emphasizing the impact of online election-related content. The research gap lies in the need for a comprehensive study that integrates the influence of social media on Scheduled Tribe voting behavior in Arunachal Pradesh.

Aims and Objectives

The present research is based on the following objectives.

1. To study the impact of social media on the voting behaviour of Scheduled Tribe voters in Arunachal Pradesh.

Database and Methodology

This study adopts a qualitative methods approach to investigate the impact of social media on the political behavior of scheduled tribe voters in Arunachal Pradesh.

300 scheduled tribe voters across various assembly constituencies of Arunachal Pradesh. The primary data consists of a survey of 300 respondents i.e., 20 respondents from each assembly constituencies of Arunachal Pradesh, employing closed-ended questionnaires using questionnaire and Google Forms which was then administered through various social media platforms viz., email, WhatsApp, and Facebook Messenger. Additionally, secondary sources such as election registers, official reports, and media articles are utilised to extract insights alongside the main data. By employing this integrated method, a thorough examination is conducted, facilitating a nuanced comprehension of the intricate relationship between social media and Scheduled Tribe voting patterns.

Data Analysis

Table 1: To what extent do you use social media platforms to gather information about political candidates and their manifestos during elections?

Response	Frequency	Percentage
Rarely or never	42	14.0
Occasionally	131	43.7
Frequently	84	28.0
Always	43	14.3
Total	300	100.0

According to the data contain in table 1. a majority of respondents (43.7%) use social media occasionally to gather information on political candidates and their agendas, indicating that this behaviour is not a consistent habit for them. A minority (14%) of individuals very rarely or never utilise social media for this specific purpose, indicating that there exists a segment of the population that rarely or never engages with social media concerning political matters. However, there is a comparable proportion of those who reported using social media frequently (28%) and always (14.3%) for obtaining political information. Approximately 40% of the participants frequently or consistently utilise social media to stay updated on political candidates and their agendas. While a few individuals use social media sporadically, a substantial portion of the population actively engages with it to stay informed about political developments regularly.

Table 2: Have you encountered political advertisements or campaign content on social media, and if so, how often?

Response	Frequency	Percentage
Rarely or Never	53	17.7
Occasionally	116	38.7
Frequently	77	25.7
Always	54	18.0
Total	300	100.0

According to the findings of table 2, the majority of respondents (38.7%) reported that discovering political ads or campaign content on social media is a rare occurrence. They occasionally encounter such content on social media platforms, but not frequently. Conversely, a minority (17.7%) rarely or never comes across political advertisements or campaign material on social media, suggesting that for certain individuals, these forms of information are rare or virtually absent from their social media streams. Notably, there is a resemblance in the

proportions of the response categories "frequently" (25.7%) and "always" (18%). Approximately 40% of the participants encounter political advertisements or campaign-related material on social media with regularity, either frequently or consistently. While a few individuals only encounter such content infrequently, a substantial number of respondents are consistently exposed to political advertisements and campaign information via social media.

Table 3: Do you believe that the information presented on social media about political candidates is accurate and reliable?

Response	Frequency	Percentage
Strongly Disagree	24	8.0
Disagree	204	68.0
Agree	66	22.0
Strongly Agree	6	2.0
Total	300	100.0

Based on the findings of table 3, a majority of individuals, approximately 76%, express uncertainty regarding the reliability of political candidates' information on social media. This indicates their dissent or vehement dissent against the notion that social media offers precise and dependable political information. Many respondents exhibit doubt about the accuracy of political information on social media. Conversely, a minority faction, comprising approximately 24%, holds the belief that the information about political candidates broadcast on social media platforms is trustworthy. These individuals are either in agreement or highly in agreement with the statement. There is a small group of people that have faith in the reliability of political information they come across on social media. It is noteworthy that a small percentage of respondents, specifically 8% who strongly disagree and 2% who strongly agree, hold strong opinions on the topic. These findings indicate that the majority of participants hold moderate opinions regarding the trustworthiness of political information on social media, without expressing excessively favourable or negative views.

Table 4: How influential do you think social media is in shaping your opinions about political issues and candidates?

Response	Frequency	Percentage
Not influential at all	18	6.0
Slightly influential	117	39.0
Moderately influential	94	31.3
Highly influential	71	23.7
Total	300	100.0

Based on the data contain in table 4, it is evident that the majority of respondents (39%) find social media to have a marginal impact on their political viewpoints. This implies that the majority of individuals believe that although social media does contribute to the formation of their political perspectives, its impact is not particularly robust or prevailing. Conversely, a negligible fraction (6%) hold the belief that social media has no influence whatsoever on their political viewpoints. This suggests that a small number of respondents do not consider social media to have any influence on the formation of their political perspectives. Notably, there is an equilibrium between the proportions of replies categorised as "moderately influential" (31.3%) and "highly influential" (23.7%). Approximately half of the participants hold the belief that social media exerts a

noteworthy impact on their political viewpoints. Some perceive this influence as mild, while others perceive it as strong. The intricate distribution emphasises the diverse ways in which individuals interpret the influence of social media on their political viewpoints.

Table 5: Have you ever participated in discussions or engaged with political content on social media platforms?

Response	Frequency	Percentage
Never	182	60.7
Rarely	59	19.7
Occasionally	35	11.7
Frequently	24	8.0
Total	300	100.0

The data in table 5 indicates that a substantial majority of respondents (60.7%) abstain from participating in debates or interacting with political information on social media platforms. These findings indicate that the majority of individuals do not utilise social media as a platform to actively demonstrate their interest in or be swayed by political issues. In contrast, a small proportion of participants (39.3%) actively interact with political material on social media, albeit infrequently. This suggests that a lesser percentage of persons engage in or are impacted by political discourse on social media sites. Notably, the percentages for the response categories "occasionally" (11.7%) and "frequently" (8%) are comparatively low. Consequently, it may be inferred that only a few of respondents actively partake in debates or interact often with political information on social media. In general, these data indicate that although a few people participate in political debates on social media, a significant number of respondents are not actively engaging in such conversations on these platforms.

Table 6: To what degree do you feel social media has influenced your voting decisions in recent elections?

Response	Frequency	Percentage
Not at all	126	42.0
Slightly	84	28.0
Moderately	66	22.0
Significantly	24	8.0
Total	300	100.0

Upon analysing the data contain in table 6, it becomes evident that a significant portion of the respondents (42%) do not consider social media to have any impact on their voting choices. This implies that a considerable proportion of persons do not perceive social media as a factor influencing their voting decisions, notably about the 2019 Assembly election in Arunachal Pradesh and the 2019 Parliament election. In contrast, a small fraction of participants (8%) hold the belief that social media has a substantial impact on their voting choices. This suggests that only a minority of people believe that social media significantly influences their voting decisions in elections. Significantly, the response categories of "slightly" (28%) and "moderately" (22%) exhibit comparable proportions, collectively accounting for approximately half of the participants. This indicates that almost 50% of the participants hold the belief that social media exerts a certain degree of effect on their voting choices. The complex distribution highlights the diverse viewpoints regarding the

impact of social media on influencing voting decisions in specific elections.

Table 7: Are you more likely to trust information shared by friends, family, or community members on social media regarding politics?

Response	Frequency	Percentage
Not comfortable at all	72	24.0
Somewhat comfortable	169	56.3
Comfortable	47	15.7
Very Comfortable	12	4.0
Total	300	100.0

Based on the information contain in table 7, it is evident that a significant proportion (56.3%) of the respondents have a reasonable level of trust in political information supplied by their social media contacts. This is shown by the category "somewhat comfortable." Most respondents appear to possess a moderate level of confidence in the political information shared by their social media connections, indicating a balanced perspective. In contrast, a significantly small percentage of participants (4%) demonstrate a strong degree of confidence in the political information disseminated via their social media connections, as evidenced by the "very comfortable" classification. These findings indicate that only a small proportion of individuals possess a robust level of trust in the political information disseminated by their social media contacts. Notably, the response categories of "not comfortable at all" (24%) and "comfortable" (15.7%) exhibit comparable proportions, amounting to around 40% of the respondents collectively. This indicates that over 40% of the participants own either a low degree of trust or a somewhat elevated degree of faith in the political information disseminated by their social media acquaintances. The intricate distribution highlights the diverse levels of confidence that individuals have in the political information disseminated among their social media connections.

Table 8: How comfortable are you sharing your political views or preferences on social media platforms?

Response	Frequency	Percentage
Never	111	37.0
Rarely	100	33.3
Occasionally	53	17.7
Frequently	36	12.0
Total	300	100.0

Upon analysing the data provided in table 8, it is evident that a substantial majority of participants (70.3%) never or never disclose their political opinions or preferences on social media sites. This implies that a significant proportion of persons feel hesitant to articulate their political viewpoints on the internet. In contrast, a small proportion of participants (29.7%) are open to disclosing their political opinions or inclinations on social media, albeit infrequently. This suggests that a lesser percentage of participants are willing to openly share their political views in the online domain. It is worth mentioning that the percentages for the response categories "occasionally" (17.7%) and "frequently" (12%) are quite low. Consequently, it can be inferred that only a few of participants frequently or consistently express their political opinions or preferences on social media. Overall, these data indicate that most people are reluctant to

communicate their political thoughts on social media, whereas only a small number are more willing to openly share their political views online.

Table 9: Have you ever changed your voting preference based on information you came across on social media?

Response	Frequency	Percentage
Never	168	56.0
Rarely	67	22.3
Occasionally	53	17.7
Frequently	12	4.0
Total	300	100.0

Upon analysing the data contain in table 9, it becomes evident that a significant majority of respondents (56%) did not alter their vote preference in response to material they came across on social media. These findings indicate that the influence of social media on voting decisions is minimal for the majority of participants, suggesting that social media has little impact on political choices. In contrast, a significant minority of participants (44%) altered their voting inclination in response to social media content, albeit infrequently. This suggests that a significant majority of participants are influenced to some degree by political content on social media. The percentages for the response categories of "occasionally" (17.7%) and "frequently" (4%) are relatively low. These findings indicate that a small number of respondents frequently or consistently altered their vote preference in response to information from social media. These findings suggest that although a considerable number of respondents may be influenced by political content on social media to some extent, the bulk of them maintain their voting preferences regardless of the material they come across on these platforms.

Table 10: To what extent do you believe social media campaigns impact the overall political atmosphere during elections?

Response	Frequency	Percentage
Negatively	30	10.0
Somewhat negatively	60	20.0
Somewhat positively	174	58.0
Positively	36	12.0
Total	300	100.0

Based on the data presented in the table 10, it is clear that a significant proportion of participants (58%) maintain a moderately favourable perspective, asserting that social media campaigns have a constructive impact on the broader political climate during elections. These findings indicate that the majority of participants saw social media campaigns as having a favourable impact on the political atmosphere. In contrast, a tiny fraction of participants (10%) maintain an unfavourable perspective, suggesting that they perceive social media campaigns as having an adverse impact on the broader political climate during elections. Therefore, it may be inferred that only a minority of people perceive social media campaigns as exerting a detrimental influence on the political climate. Notably, the response categories of "somewhat negatively" (20%) and "positively" (12%) have comparable percentages. Approximately one-third of the participants hold ambivalent or indifferent views regarding the influence of social media campaigns on the broader political climate during electoral periods. The subtle variation in this distribution suggests that there is a range of

opinions among persons regarding the impact of social media campaigns on the political atmosphere, with a majority tending to view it positively.

Table 11: Do you feel that political parties effectively use social media to connect with Scheduled Tribe voters in Arunachal Pradesh?

Response	Frequency	Percentage
Not effectively at all	96	32.0
Somewhat effectively	137	45.7
Effectively	30	10.0
Very effectively	37	12.3
Total	300	100.0

According to the data in table 11, the response category "somewhat effectively" is the most prevalent, accounting for 45.7% of the responses. This indicates that a majority of the respondents believe that political parties in Arunachal Pradesh use social media to communicate with Scheduled Tribe voters to a moderate extent. The respondents see a moderate level of effectiveness. In contrast, the response category "effectively" is the least prevalent, accounting for only 10% of respondents. This indicates that a tiny percentage of respondents believe that political parties are highly successful in utilising social media to engage with Scheduled Tribe voters in Arunachal Pradesh. Consequently, only a small portion of individuals experience a significant degree of effectiveness in this matter. Notably, the response categories of "not effectively at all" (32%) and "very effectively" (12.3%) exhibit comparable proportions. This indicates that over 40% of the participants had strong views regarding the efficacy of political parties in utilising social media to engage with Scheduled Tribe voters in Arunachal Pradesh. Opinions on its effectiveness vary, with some considering it entirely ineffective and others regarding it as highly useful. These data demonstrate a range of perspectives on how effective political parties are in using social media to engage with Scheduled Tribe people in the region.

Table 12: How aware are you of efforts to regulate misinformation and fake news on social media platforms in the context of elections?

Response	Frequency	Percentage
Not aware at all	30	10.0
Slightly aware	66	22.0
Moderately aware	108	36.0
Highly aware	96	32.0
Total	300	100.0

Based on the data contain in table 12, the group with the highest frequency of responses is "moderately aware" (36%). This indicates that a majority of respondents possess a certain level of understanding regarding the measures used to control misinformation and fake news on social media platforms during elections. The respondents demonstrate a moderate level of awareness. In contrast, the response category with the lowest frequency is "not aware at all" (10%), suggesting that only a handful of respondents possess no understanding of the endeavours to control misinformation and false information on social media platforms during elections. This suggests that the majority of participants possess a certain degree of consciousness regarding this matter. Notably, the percentages of the

response categories "slightly aware" (22%) and "highly aware" (32%) are quite close. This indicates that roughly 50% of the participants possess a diverse range of understanding, with certain individuals exhibiting a limited awareness while others have a significant awareness of the endeavours to govern misinformation and fabricated news on social media platforms within the framework of elections. In general, these data emphasise the varying levels of awareness among respondents about this crucial facet of social media and election dynamics.

Table 13: In your opinion, do social media campaigns enhance or detract from the democratic process in Arunachal Pradesh?

Response	Frequency	Percentage
Detract significantly	12	4.0
Detract somewhat	78	26.0
Enhance somewhat	180	60.0
Enhance significantly	30	10.0
Total	300	100.0

The data in table 13 reveals that the response category "enhance somewhat" (60%) is the most prevalent, implying that a majority of respondents hold the belief that social media campaigns have a positive but relatively weak impact on the democratic process in Arunachal Pradesh. This suggests a prevailing belief that social media has a somewhat beneficial impact on political processes in the region. In contrast, the response category "detract significantly" (4%) is the least prevalent, indicating that only a small fraction of respondents holds the belief that social media campaigns have a highly unfavourable impact on the democratic process in Arunachal Pradesh. This indicates that the vast majority of participants do not perceive social media as having a significant negative impact on the democratic process. Notably, the response categories of "detract somewhat" (26%) and "enhance significantly" (10%) had comparable percentages. Approximately one-third of the participants expressed ambivalent or radical viewpoints regarding the influence of social media campaigns on the democratic process in Arunachal Pradesh. Certain individuals sense a mild adverse effect, whereas others have the belief in a significant beneficial influence. These findings emphasise the diverse viewpoints regarding the impact of social media campaigns on altering democratic processes in the region.

Table 14: How do you perceive the role of social media in preserving and promoting Scheduled Tribe culture and values during elections?

Response	Frequency	Percentage
Not at all	30	10.0
To a small extent	114	38.0
To a moderate extent	108	36.0
To a large extent	48	16.0
Total	300	100.0

After studying the data in table 14, it becomes apparent that the category with the highest frequency of responses is "to a small extent" (38%). This indicates that a majority of the participants hold the belief that social media has a limited impact on preserving and spreading Scheduled Tribe culture and values during elections. Most participants perceive social media as having a minimal impact on the preservation and promotion of Scheduled Tribe culture and values. In

contrast, the category with the lowest frequency of responses is "not at all" (10%). This suggests that only a small portion of the participants hold the belief that social media has absolutely no influence in safeguarding and advancing Scheduled Tribe culture and values during elections. These findings indicate that most participants acknowledge the presence of social media in this setting, albeit in a limited capacity. Notably, the response categories of "to a moderate extent" (36%) and "to a large extent" (16%) had comparable proportions. Approximately half of the participants believe that social media plays a substantial role in safeguarding and advancing Scheduled Tribe culture and values during elections. Some individuals see a moderate effect, while others attribute a more significant influence. These findings demonstrate a wide variety of perspectives regarding the impact of social media in protecting and promoting Scheduled Tribe culture and values during electoral periods.

Table 15: To what extent do you think social media can contribute to increased voter turnout among Scheduled Tribe communities in Arunachal Pradesh?

Response	Frequency	Percentage
Not at all	18	6.0
Slightly	142	47.3
Significantly	140	46.7
Total	300	100.0

By analysing the data contained in table 15, it is apparent that the response category "slightly" (47.3%) is the most prevalent, indicating that a majority of participants hold the belief that social media can have a limited impact on enhancing election turnout among indigenous people in Arunachal Pradesh. Most interviewees believe that social media has a limited effect on increasing voter turnout in indigenous groups. In contrast, the group with the lowest frequency of responses is "not at all" (6%). This suggests that only a tiny proportion of respondents hold the belief that social media has little potential to enhance voter turnout among Indigenous people in Arunachal Pradesh. These findings indicate that most participants acknowledge that social media has a certain degree of impact, even if it is minimal, in increasing voting turnout. Notably, the "significantly" response category has a substantial proportion (46.7%), indicating that nearly half of the participants believe that social media may greatly enhance voting turnout in Scheduled Tribe communities in Arunachal Pradesh. This emphasises a significant proportion of participants who believe that social media has a significant beneficial influence on increasing voter turnout in Scheduled Tribe communities. In summary, these data suggest that there is a wide range of views regarding the impact of social media on voter turnout in Indigenous communities in Arunachal Pradesh.

Key Findings

- **Usage of Social Media for Political Information:** 43.7% use social media occasionally to gather information about political candidates and their manifestos, while 28% use it frequently, and 14.3% always rely on it. Only 14% rarely or never use social media for political information.
- **Exposure to Political Advertisements:** 38.7% occasionally encounter political advertisements on

social media, with 25.7% encountering them frequently and 18% always seeing them. Only 17.7% rarely or never see such ads.

- **Perception of Information Accuracy:** A significant majority (76%) disagree or strongly disagree with the accuracy and reliability of political information on social media. Only 24% agree or strongly agree that the information is reliable.
- **Influence on Political Opinions:** 39% find social media slightly influential in shaping their political opinions, followed by 31.3% who find it moderately influential, and 23.7% who consider it highly influential. Only 6% find it not influential at all.
- **Participation in Political Discussions:** A majority of respondents (60.7%) never participate in political discussions on social media. About 19.7% rarely engage, 11.7% do so occasionally, and only 8% frequently participate.
- **Influence on Voting Decisions:** 42% of respondents feel that social media does not influence their voting decisions. Meanwhile, 28% feel slightly influenced, 22% moderately influenced, and only 8% significantly influenced.
- **Trust in Information from Personal Networks:** The majority (56.3%) feel somewhat comfortable trusting political information shared by friends, family, or community members on social media. About 24% are not comfortable at all, while 15.7% are comfortable, and 4% are very comfortable.
- **Sharing Political Views:** A substantial majority (70.3%) rarely or never share their political views on social media. Only 17.7% occasionally share their views, and 12% frequently do so.
- **Changing Voting Preferences:** Most respondents (56%) never change their voting preferences based on social media information. About 22.3% rarely change, 17.7% occasionally change, and only 4% frequently change their voting preferences.
- **Impact on Political Atmosphere:** A majority (58%) believe that social media campaigns somewhat positively impact the political atmosphere during elections. Only 10% see a negative impact, while 12% believe the impact is significantly positive.
- **Connection with Scheduled Tribe Voters:** 45.7% believe political parties somewhat effectively use social media to connect with Scheduled Tribe voters. About 32% feel it's not effective at all, while 12.3% find it very effective, and 10% find it effective.
- **Awareness of Misinformation Regulation:** 36% are moderately aware of efforts to regulate misinformation and fake news on social media during elections. About 32% are highly aware, 22% are slightly aware, and 10% are not aware at all.
- **Impact on Democratic Process:** A majority (60%) believe social media campaigns somewhat enhance the democratic process in Arunachal Pradesh. Only 4% feel they detract significantly, while 26% believe they detract somewhat, and 10% think they enhance significantly.
- **Promotion of Scheduled Tribe Culture:** 38% believe social media plays a small role in preserving and promoting Scheduled Tribe culture during elections. About 36% see a moderate impact, while 16% see a large impact, and 10% see no impact at all.

- **Influence on Voter Turnout:** 47.3% believe social media can slightly increase voter turnout among Scheduled Tribe communities. Nearly as many (46.7%) believe it can significantly enhance turnout, while 6% see no impact at all.

Conclusion

The survey data provides insights into the attitudes and behaviours of 300 respondents regarding the influence and consequences of social media on politics and elections in Arunachal Pradesh. The statistics indicate that the majority of respondents utilise social media sites to get knowledge regarding political candidates and their manifestos. However, they harbour doubts regarding the veracity and dependability of said material. The results additionally indicate that the majority of participants are disinclined to disclose their political opinions or preferences on social media platforms, and they remain unaffected by social media efforts when it comes to altering their vote choices. The research indicates that the majority of respondents hold the belief that social media initiatives have a positive, albeit somewhat weak, impact on the broader political climate and voter participation within Scheduled Tribe communities in Arunachal Pradesh. The statistics suggest that the majority of participants had a moderate level of understanding and confidence in the endeavours to oversee misinformation and false information on social media platforms within the framework of elections. The statistics suggest that the majority of respondents believe that social media plays a limited role in protecting and promoting Scheduled Tribe culture and values during elections. The statistics indicate a significant divergence in the viewpoints and experiences of the participants on the influence and consequences of social media on politics and elections in Arunachal Pradesh. The statistics offer valuable insights into the potential and obstacles of utilising social media as a means of political communication and engagement in Arunachal Pradesh.

Finally, the study demonstrates that social media plays a significant role in bolstering the political consciousness and engagement of Scheduled Tribe voters. It serves as an active instrument for political communication and mobilisation, making a substantial contribution to the democratic conversation. Nevertheless, the impact on political preferences is perceived as varied and mild, highlighting the intricate nature of social media's influence on the political decisions of Scheduled Tribe voters. The study highlights the various ways in which Scheduled Tribe voters utilise social media, including seeking information, engaging in social networking, and seeking entertainment. Having detailed knowledge is essential for comprehending the diverse interactions that Scheduled Tribe voters have with these platforms, which are influenced by demographic and socio-economic aspects.

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