

## CLICKING DEMOCRACY: YOUTH, SOCIAL MEDIA, AND ELECTORAL POLITICS IN INDIA (2014-2024)

\*Yash Kumar, Rubi Yadav

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\*Corresponding Author: Yash Kumar

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### ABSTRACT

The rise of digital technology has dramatically transformed the landscape of political participation among Indian youth over the last decade. This paper delves into the interplay between social media and youth engagement in India's electoral politics from 2014 to 2024, a period characterized by rapid internet expansion and unprecedented smartphone penetration. It explores how digital platforms like Twitter, Instagram, and WhatsApp became dynamic spaces for young citizens to express opinions, organize campaigns, and engage with political narratives beyond traditional frameworks. Drawing on academic studies, electoral data, digital campaign records, and youth testimonies, the research reveals how "clicking democracy" the phenomenon of using likes, shares, and posts for political mobilization has empowered India's youth to shape electoral discourse and activism at both local and national levels. Yet, this democratization of political voice through social media comes with complexities. The paper highlights how online engagement does not always translate into proportional offline participation, how digital echo chambers and misinformation affect youth perspectives, and how access disparities persist along socio-economic and regional lines. By tracing major youth-led digital movements and party strategies across general and state elections, the study uncovers both the potential and pitfalls of new media in strengthening democratic processes. Ultimately, the findings point to a growing digital consciousness among India's youth that is redefining political boundaries, challenging conventional hierarchies, and suggesting new directions for participatory democracy. Insights from this decade offer valuable lessons for policymakers and educators seeking to harness technology for inclusive, informed, and vibrant electoral participation.

**KEYWORDS:** Youth Political Engagement, Social Media Mobilization, Digital Democracy, Electoral Participation, Political Campaigns, Digital Activism.

## INTRODUCTION

India's democratic journey has entered an era shaped profoundly by its digital transformation and youth demographic. Between 2014 and 2024, rapid growth in smartphone usage and internet access ushered in new modes of political participation for the country's massive youth population, exceeding 65% of its total citizens (IJIERM, 2024). Social media platforms especially Facebook, Twitter (now X), Instagram, and WhatsApp have become pivotal arenas for political dialogue, awareness, and activism, fundamentally altering the contours of electoral engagement (Mir & Hussain, 2024; Ghosh, 2020).

Unlike earlier generations whose political lives cantered on rallies and face-to-face mobilization, today's youth largely experience democracy through likes, shares, comments, and hashtags. These digital interactions allow for both broad-based participation and highly personalized activism, amplifying youth voices while overcoming traditional barriers of geography, class, and language (Chakraborty, 2021). Studies highlight that youth engagement is increasingly defined by a duality: the ease of joining online campaigns and the growing complexity of navigating misinformation, echo chambers, and digital divides (IJIERM, 2024; TIJER, 2025).

Political parties quickly adapted to this shift. Beginning with the 2014 Lok Sabha elections India's first "social media election" and continuing through 2019 and 2024, digital platforms have become central to election strategy, micro-targeted advertising, and real-time outreach (Mir & Hussain, 2024; Biswas et al., 2014). The Bharatiya Janata Party (BJP), Indian National Congress (INC), and local parties invested heavily in digital presence, leveraging influencers, memes, and mobile videos to connect with millions of first-time voters (Biswas, Ingale & Roy, 2014). Election Commission initiatives such as #YouthVoteMatters and coordinated SVEEP campaigns further spurred civic engagement among digital natives (TIJER, 2025).

Crucially, social media has enabled marginalized youth, women, and linguistic minorities to reimagine their role in electoral politics, challenging hierarchies and expanding the democratic conversation (Chowdhury, 2023; Kaur, 2018). Studies confirm increased voter turnout among young people as well as heightened awareness on issues ranging from

education and unemployment to climate action and social justice (IJIEM, 2024; Ghosh, 2020).

However, the digital revolution has not been without its challenges. With democratization of the public sphere comes vulnerability to manipulation: viral misinformation, hate speech, and political polarization can distort perspectives and fuel divisions (Mir & Hussain, 2024; Boell Foundation, 2024). Rural-urban, gender, and digital literacy gaps often result in uneven participation, leaving some groups less represented in India's "clicking democracy" (IJIEM, 2024).

### **Theoretical Framework**

Understanding the complex interactions between youth, social media, and electoral politics in India from 2014 to 2024 requires grounding the analysis in established theories of digital democracy, participatory politics, and media influence.

One foundational theory is Participatory Democracy, which emphasizes the active involvement of citizens, especially marginalized or youthful groups, in political decision-making beyond mere voting (Pateman, 1970). Social media platforms offer new modalities for such participatory engagement by lowering barriers to information exchange and collective action (RSIS International, 2025). Indian youth users navigate these platforms to co-create political content, campaign for issues, and influence electoral outcomes engagement that aligns with participatory theory's premise of inclusive, direct citizen involvement (Benkler, 2006).

Complementing this is the concept of the Networked Public Sphere articulated by scholars like Habermas (1989) and expanded by Benkler (2006). This theory frames social media as a decentralized, digital commons where public opinion is formed through networked conversations rather than traditional, top-down mass media communication. In India, this networked public sphere enables youth to bypass gatekeepers, challenge dominant narratives, and mobilize around localized or issue-based politics redefining the spatial and discursive boundaries of democracy (Mir & Hussain, 2024).

Further, Digital Activism Theory contextualizes how youth employ online tools to generate political action, blending online and offline mobilization (Earl & Kimport, 2011). This is evident in phenomena like hashtag campaigns, meme politics, and viral video protests that

have marked India's recent electoral cycles. Digital activism accentuates the role of affect, identity, and peer networks in shaping political participation among young people (TIJER, 2025).

The Theory of Media Dependency also provides insight into the Indian youth's reliance on social media for news, political information, and social validation amid declining traditional media trust (Ball-Rokeach & DeFleur, 1976). This theory helps explain how intensified media consumption during electoral periods increases dependence on interactive platforms, influencing voting behaviour and political attitudes (Ghosh, 2020).

Finally, the Political Economy of Communication underscores the structural and power dynamics shaping India's digital media landscape, highlighting issues of access, control, and commercialization. Digital inequalities based on geography, class, and language affect who participates and whose voices dominate online democratic spaces (Srinivasan, 2018). This framework critiques simplistic views of digital democracy and calls for critical engagement with systemic disparities (TIJER, 2025).

### **Social Media and Political Mobilization (2014–2024)**

Over the past decade, social media transformed the way Indian youth engage in politics. Starting from 2014, platforms like Facebook, Twitter, Instagram, WhatsApp, and YouTube have evolved from mere communication tools to powerful arenas for political participation. For many young Indians, political engagement shifted from physical rallies and newspapers to the digital spaces on their smartphones, making political content accessible around the clock. This digital revolution coincided with a massive surge in youth participation during the 2014 general elections, where the Bharatiya Janata Party's innovative use of social media set new benchmarks for political mobilization in India (International Journal of New Research and Development [IJNRD], 2024).

Mainstream newspapers such as *Hindustan Times* and *The Indian Express* chronicled this transformation, illustrating how social media offered a platform for young voters to discuss crucial issues including unemployment, climate change, education, and social justice, often outside mainstream media's spotlight. Viral hashtags, memes, and videos became powerful tools for activists, local campaigners, and first-time voters to organize and influence electoral debates (Hindustan Times, 2024; The Indian Express, 2024).

Yet, social media's impact comes with complexities. While empowering many young voters, it also facilitates misinformation and polarization. Reports from *The Hindu* and *India Today* highlight that during the 2019 and 2024 elections, misinformation and digital manipulation challenged the democratic process, prompting calls for better regulation and media literacy (The Hindu, 2024; India Today, 2024). Additionally, the digital divide still persists, limiting access for rural and marginalized communities, and thereby influencing the inclusivity of political participation (News18, 2024).

Despite these challenges, the decade saw Indian youth transition from passive consumers to active creators of political content. They not only engage with but also shape political narratives, demanding accountability and responsiveness from political leaders. This interplay signifies the emergence of a dynamic digital democracy vibrant, participatory, but still evolving.

### **Youth and Political Behaviour in India (2014–2024)**

Youth political behaviour in India has undergone a significant transformation over the last decade, shaped by demographic shifts, socio-economic changes, and especially the digital revolution. India boasts the world's largest youth population, with about 65% of its citizens under 35 years old (Amulya Charan, 2025). This vast demographic wields immense electoral power, shaping political outcomes far beyond previous expectations, especially in the 2014, 2019, and 2024 general elections.

One of the most pivotal changes is the growing engagement and assertiveness among young voters regarding political issues that directly affect their lives. Employment, education, climate change, gender rights, and social justice have emerged as key concerns driving youth political behaviour (The Indian Express, 2024). Unlike earlier generations, today's youth are less bound by traditional party loyalties or caste and community affiliations. Many exhibit issue-based voting patterns and express scepticism towards established political elites (Kamei Aphun, 2024). This shift has created both challenges and opportunities for India's political parties, which increasingly tailor manifestos to appeal to youth aspirations, promising employment guarantees, digital initiatives, and social security (Business Standard, 2024).

Digital connectivity plays a central role in how young Indians engage politically. Social media platforms have become the primary channels for political information, debate, and mobilization. Studies indicate that a majority of youth actively use social media to follow

political developments, participate in discussions, and even organize grassroots campaigns online (RSIS International, 2025; Amulya Charan, 2025). The online world also offers a space for marginalized groups within the youth demographic such as women and minorities to assert their political voices and challenge mainstream narratives (The Hindu, 2024).

Despite this enthusiasm, political disengagement and disillusionment persist among many young Indians. Surveys reveal widespread dissatisfaction with current political leadership and a sense that youth issues are often sidelined or tokenized (Youth and Politics Survey, 2024). Some young voters express a belief that their vote may not lead to meaningful change, contributing to instances of low voter registration or turnout, especially among first-time voters (Election Commission of India, 2024). This paradox of high political awareness coupled with skepticism highlights a critical “youth dilemma” in Indian politics the aspiration for change versus frustrations with systemic inertia (Khatun, 2022).

Political parties have responded by intensifying their outreach through youth wings, social media campaigns, and campus programs. Initiatives such as the BJP’s “NaMo Warriors” and the Congress's employment pledges in their manifestos demonstrate attempts to harness youth enthusiasm systematically (Business Standard, 2024). However, experts argue that many campaigns remain performative rather than substantive, needing more concrete measures and sustained engagement to genuinely mobilize youth electoral participation (Verma, 2025).

The 2024 general elections further underscored the rising influence of youth voters. The Election Commission reported over 18 million first-time voters, a testament to growing political consciousness and the success of voter awareness campaigns such as “Mera Pehla Vote Desh Ke Liye.” The mobilization of Gen Z and millennial voters also reflected a growing generational divide, with younger voters expressing a preference for independent and progressive candidates over traditional parties, signalling a potential realignment in political affiliations (Edinbox, 2024; RSIS International, 2025).

Educational institutions have emerged as significant sites for political socialization, facilitating debates, election awareness drives, and student activism. Digital literacy campaigns, online political forums, and youth-led journalism portals contribute to a more informed electorate, although disparities in access remain a concern, particularly for rural and economically disadvantaged youth (Ghosh, 2020).

In conclusion, the political behaviour of Indian youth between 2014 and 2024 reflects a complex balance of heightened awareness, issue-driven activism, and ambivalent trust in political institutions. Youth are no longer passive recipients of political messages but active participants shaping electoral dialogues and outcomes. As digital platforms mature and political structures adapt, this demographic's influence is poised to deepen, offering both democratic renewal and significant challenges concerning inclusion, literacy, and meaningful engagement.

### **Challenges and Critiques of Social Media in Indian Electoral Politics (2014–2024)**

While social media has undeniably transformed political mobilization and youth engagement in India over the last decade, it also presents a suite of complex challenges and critical issues that shape the democratic process in significant ways.

One of the foremost concerns is the rapid spread of misinformation and fake news. Platforms like WhatsApp, Facebook, and Twitter serve as fertile grounds for the viral circulation of unverified and often biased content. During elections in 2014, 2019, and recently in 2024, misinformation campaigns have fuelled communal tensions, skewed public perceptions, and manipulated voter opinions (Boell Foundation, 2024; St. Mary's University Journal, 2025). Deepfakes, doctored images, and conspiracy theories have often spread faster than official clarifications, eroding trust among voters and complicating informed decision-making.

Another challenge is the rise of “echo chambers” and algorithmic polarization. Social media algorithms typically reinforce user preferences, showing content that aligns with existing beliefs. This selective exposure promotes political polarization, fragmenting public discourse and reducing exposure to diverse viewpoints essential ingredients for a healthy democracy (Pal, 2024; St. Mary's University Journal, 2025). The fragmentation contradicts Jürgen Habermas's ideal of a rational-critical public sphere and raises questions about the quality of democratic deliberation in India's digital age.

Digital inequality remains a persistent critique. Despite increased internet penetration, significant segments of Indian youth in rural, tribal, and economically disadvantaged backgrounds still face barriers to access, limiting their participation in digital politics (The Hindu, 2024). Access disparities based on gender and education also restrict inclusive political engagement, thereby skewing representation toward urban, male, and more affluent youth groups.



Regulatory and ethical concerns also loom large. Political parties have been accused of using data analytics for micro-targeting and psychographic profiling without adequate transparency or consent, raising privacy issues (International IDEA, 2024). The use of paid influencers and “bot” accounts to simulate support or attack opponents complicates the digital ecosystem’s authenticity and skews political competition unfairly (St. Mary’s University Journal, 2025).

The phenomenon of internet shutdowns and content blocking during elections adds another layer of complexity. Authorities in some regions have restricted digital access citing law and order concerns, but these moves also hamper the free flow of information and citizens’ digital rights (Boell Foundation, 2024). Such crackdowns have been criticized for disproportionately affecting marginalized communities, further exacerbating digital exclusion.

Lastly, while social media has lowered entry barriers for political participation, converting online activism into offline political engagement remains uneven. Surveys indicate that enthusiasm for hashtags and viral videos does not always translate into sustained political participation or voting, posing challenges for the substantive impact of digital mobilization (Election Commission of India, 2024).

## **CONCLUSION:**

Over the past decade, social media has significantly reshaped how youth in India engage with politics. Between 2014 and 2024, an increasing number of young people used digital platforms to participate in political discussions, debates, and campaigns. This shift empowered youth to express political opinions more freely and to organize activism outside traditional frameworks, leveraging sites like Facebook, Twitter, Instagram, and WhatsApp. The active involvement of young voters fuelled by social media marked a departure from previous trends where youth participation was limited and largely confined to protests or local movements. Politically, Indian youth demonstrated increased awareness and responsiveness to issues directly affecting them, including education, unemployment, climate change, and social justice. Digital engagement facilitated not only consumption of political information but also active content creation like blogs, videos, and live streams, which catalysed political mobilization at regional and national levels. Social media campaigns by political parties also evolved to specifically target young voters, reflecting their growing electoral importance in general elections post-2014. However, this trend also brought challenges. Political participation among youth is uneven across urban and rural divides due to disparities in digital access and literacy. Furthermore, the prevalence of misinformation,



online polarization, and algorithms reinforcing ideological bubbles limits the quality of democratic deliberation (Boell Foundation, 2024; The Hindu, 2024). Despite these issues, survey data indicates that youth remain optimistic about political engagement through digital avenues, although scepticism towards traditional political institutions persists.

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