

**NATIONAL LAW UNIVERSITY (NLU), DELHI  
IN COLLABORATION WITH  
INDIA INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTION MANAGEMENT  
(IIIDEM), DELHI**

**PROPOSAL FOR ONE DAY SEMINAR ON  
  
ROLE OF SOCIAL MEDIA AND YOUNG VOTERS**

National Law University(NLU), Dwarka, Delhi and India International Institute of Democracy and Election Management (IIIDEM), Dwarka, Delhi are jointly organising a one day Seminar on “**Role of Social Media and Young Voters.**”

**Date:** 25<sup>th</sup> March, 2019, Monday

**Venue:** India International Institute of Democracy and Election Management (IIIDEM), Dwarka

**Timing:** 10:00 am onwards

**Role of Social Media and Young Voters**

In 2014, the 16th Lok Sabha elections witnessed the highest turnout amongst young voters. The youth of the country may have experienced a wave of euphoria after being sparked to action by Anna Hazare’s anti corruption movement of April 2011. Protests occurred throughout the country against the Delhi rape and fatal assault case of December 2012. Online as well as social networking sites Facebook and Whatsapp were used extensively. Tens of thousands signed online petitions while raising their concerns and to register their protests. The focus of political parties also got diverted from exploiting the traditional caste cleavage of the country to mobilize young voters who constitute a whopping 13.3 crore of the population. It was realized that these young voters who constitute a little over 15% of the total voters in the country hold the key to the making and unmaking of political parties’ electoral destinies in the ensuing 2019 Lok Sabha elections and they must not be ignored or taken lightly. The youth being better informed, educated and tech-savvy are the future opinion-makers and influencers who have the capacity to take a stand against the established political leanings of their family and friends. This has brought the political campaigns to the fora of social media giving rise to the latest adage that

“revolution will be posted and networked.” Therefore, social media has transformed politics in India and globally as its effect has impacted the way candidates campaign for their election and has brought politicians and political parties to connect directly with people across the country at a reduced cost and greater reach than traditional media.

The general election of 2014 in India was truly revolutionary as social media emerged as the new battleground for the political parties where the conventional ways of sending messages, recorded calls and public gatherings lost popularity and relevance. As per the Internet and Mobile Association of India (IAMAI) Report 2013, every political party participating in 2014 general election set 2-5% of its election budget for social media campaigns as the politicians of India now adopted social media because they know that is where today’s youth is. Furthermore, the leading parties Bharatiya Janata Party (BJP) and Nation Congress party set their social media budget at whopping 500 crores and 400 crores, respectively. However, social media has opened up the possibility of significant abuse as some politicians have often misused it to boost their apparent popularity on social media with legions of followers who don’t exist and negatively used social media to smear their opponents. Further, the instances of misuse of social media are plenty such as the deadly clashes between Hindus and Muslims in the city of Muzaffarnagar resulted from the dissemination of fraudulent video online to fan violence against religious and ethnic groups. In 2017, Mumbai police filed an FIR against the comedy group All India Bakchod (AIB) for tweeting a photo of PM Narendra Modi’s doppelganger along with the picture of the Prime minister with Snapchat dog filter. The Indian government has reacted to the abuse of social media by rolling out Central Monitoring System that gives it vast powers to monitor citizens’ communications and has further increased the use of the Information Technology (Amendment) Act, 2008 to monitor and censure the use of social media. This has resulted in journalists having their Twitter accounts disabled and cartoonists, whose work poke fun at politicians, losing their social media accounts.

The present seminar highlights the competing and emerging perspectives on current political situation in India where this “chilling” system attempts to control the dissemination of propaganda to the citizens of India and the lays down the road leading to the general elections in 2019 by is focusing on the obstacles to free speech and expression on social media.

## **Call for Papers & Themes for the Seminar**

- History of Social Media in Politics
- Social Media as a mode of political engagement with general public
- Potential of Social Media to increase Voters' Participation
- Social Media and Free Speech
- Impact of Social Media on Politics, Policies and the Youth
- Use of Print Media and Social Media during Elections
- People's Choice and Intervention by Social Media
- Shaping of Public Opinion by Social Media
- Social Media Challenges

**Note:** These Themes are not exhaustive; Authors are open to work on any topic related to above-mentioned themes.

## **Procedure for Submission of Abstracts**

Abstract (of about 250 words) should be sent as an attachment in a word file. Abstracts will be peer reviewed before they are accepted. The following information, in the given format, should be sent along with the Abstract:

- Name of the Participant
- Official Designation/Institution Details (if any)
- Address and Email id
- Title of Abstract
- Abstract
- Name and details of Co-author, if any.

The subject line of Email should read as 'Abstract Submission for National Seminar on SMYV.

## **Guidelines for Paper Submission**

Please follow Journal of ILI (JILI) Rules of footnoting and citation style only (available on ILI website).

### **How to apply?**

Interested participants may submit soft copy of the abstracts and full papers to the organising committee on the following email address: [smyv25march@gmail.com](mailto:smyv25march@gmail.com)

## **Important Dates**

- Submission of Abstract: 12<sup>th</sup> March, 2019
- Confirmation of Abstract selection: 14<sup>th</sup> March, 2019
- Submission of the Draft Paper: 20<sup>th</sup> March, 2019
- Registration: On the spot registration available
- Seminar Date: 25<sup>th</sup> March, 2019 (Monday).

**Note:** The date for the submission of Full Paper will be given shortly after the Seminar to allow the participants to revise their papers in the light of the discussion on the day of the Seminar

**Contact**

**Seminar Coordinators**

Dr. Anupama Goel  
Professor of Law  
National Law University, Delhi

Dr. Ritu Sharma  
Associate Professor (Sociology)  
National Law University, Delhi

**Assistant Coordinator**

Tijil Thakur  
Student (BA LLB IIIrd Year)  
NLU, Delhi

For any queries, feel free to drop email to: [smyv25march@gmail.com](mailto:smyv25march@gmail.com)