

Between Knowledge and Power: Political Agenda and Social Engagement of Political Elites through Micro-Blogging (Twitter) in India

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Abstract

In the age of connectivity through the double-edge sword in the context of time biased and space biased media, new social media emerged as the most powerful weapon in the hands of political elites to create a unique platform where they can interplay between the knowledge and power. This paper is an attempt to understand national political agenda and social engagement of ten top and most popular political elites in the micro-blogging site twitter in India. Though there are other popular social media sites, twitter is known as the mouth piece of some most influential political elites across all major political parties and can give a minute to minute update to their followers. As the part of data collection and data analysis, tweets from selected ten twitter accounts were collected over a period of one month, before the declaration of one of the national political party's Prime Ministerial (PM) candidate for the upcoming national election of India and being analyzed by adopting hermeneutics as the method of data analysis to understand the lifeworld of the political elites while balancing the knowledge and power.

Keywords: Twitter; Media; New media; Lifeworld; Knowledge and power; India

Introduction

Time and space has been the biggest driver and negotiator of "civilisational" journey of human space. Individual space is constantly defined through the time and space s/he lives in. Be it ancient, medieval or modern civilization, there has been a constant drive to negotiate between time and space. Many factors have contributed and numerous scholars have attempted to understand the constant dilemma of time and space while defining any particular society. So considering the dilemma of time and space, a society undergoes constant process of transformation and thus, remains ever dynamic which, in turn, defines the life of human being. This brings the key question --- what is the key driver of constant transition of the society vis-à-vis human nature. As Innis has argued and Poe quoted, "through the physical attributes of media pushes societies and ideas constantly in a new direction". Not only Innis but also scholars like McLuhan [1] and scholars from different schools of thought have argued as to how emergence of different forms of media and patterns of communication define the social world of the particular period. This would be interesting to observe that the evolution of speech, manuscript, print, audio-visual and internet has always given a new direction not only to the society but also to every individual party to it. As Poe [2] has rightly pointed, evolution of media at different points carries certain attributes what he called as medium attribute, which has led to network attributes. Further, Poe has said that a particular social network emerges from a specific medium attribute, which, in turn, manifests certain set of social practices and values. Essentially if we try to understand that evolution of any specific kind of media or any changes in the existing media has always contributed in the formation of a new social system which accounts for the social and individual practices. If we attempt to put it into a perspective, we will find that any change in the communication practice or innovation through the communication practices, has given a new direction to the social practice and a new meaning to the individual behavior. Essentially this paper is an attempt to understand individual behavior through the new communication practice which gets manifested through the social media. Attempt has also been made to bring some broad connection between the concepts like Innis's [3] idea of knowledge and power with the communication driven by the new social media by creating a lifeworld in cyberspace.

"If men define situations as real they are real in their consequences [4]¹". Reality and myth are created in the lifeworld² by people in the context of time and space. Much before the invention of internet, Innis [3] has argued that change from time biased media to space biased media brings knowledge and power together. He has also made it clear that in order to persist in time and occupy space, there is a need to strike the balance between time-biased and space-biased media by empires (or political elites). This is quite visible and explicit with the new age media which redefined both temporality and spatiality and given a new meaning to the political elites to balance between knowledge and power. In the age of connectivity, through the double-edge sword in the context of time biased and space biased media, new social media has emerged as the most powerful weapon in the hands of political elites to create a unique platform where they can interplay between the knowledge and power. Through the broader idea of the paper, some of the major research constructs need to be defined like the idea of *lifeworld in a mediated environment* of communication known as cyber space, *emergence of new political elites and their creation of lifeworld* in the cyber space, construction of new critical mass through the new media where the political elites present their lifeworld and manifestation of new form of discourse where *the interplay of knowledge and power* become crucial.

¹The Thomas theorem is a theory of sociology which was formulated in 1928 by W. I. Thomas and D. S. Thomas (1863-1947).

²In whatever way we may be conscious of the world as universal horizon, as coherent universe of existing objects, we, each "I-the-man" and all of us together, belong to the world as living with one another in the world; and the world is our world, valid for our consciousness as existing precisely through this 'living together.' (Husserl, 1936)

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The main argument of the paper can be summarized as the creation of an individual lifeworld which is one step away from Husserl [5] lifeworld constrained by the space and liberated by the time. The new lifeworld is subject to bring the balance between knowledge and power, as the media which created the scope for the lifeworld is both time biased and space biased [3]. But the argument doesn't stop here, rather going one step ahead of creating a further division of power in the individual cyber lifeworld between politico-utopianism and politico-dystopianism. With this central approach selected, cyber lifeworld would be analysed to map the trend of balancing trait of knowledge and power which is contextualized in the mediated space. The ideal combination of these elements creates a new socio-political realm where the perfect condition of politico-utopia and politico-dystopia creates a huge space for alternative power manifestation through social engagement. This can be simply termed as the new cyber lifeworld for where political agenda can be set with extensive scope for social engagement.

The first section of the paper would deal with the extension of phenomenology of Husserl and Schutz in the cyber space, followed by the marked distinction of Innis's knowledge and power. To empirically verify the theoretical identification the paper proceeds with the attempt to understand the lifeworld of selected Indian political elites presented in the cyber space. After the brief discussion on methods adopted to collect the data, data is being analysed and presented in the above discussed theoretical framework. The last section of the paper examines verifies the cyberspace lifeworld between the knowledge and power and how this is used by our present political elites to set the agenda through the social engagement.

Lifeworld and Cyberspace

From the understanding of lifeworld defined by Husserl and developed by Schutz, this is conceived as a universe of what is self-evident and a world that subject may experience together being as a part of the society. This also explained the concept of world what the subject experienced through its living and become the part of his/her life. This collective inter-subjective pool of perceiving, as explained by Husserl, is both universally present and, for the purpose of humanity and society, capable of arriving at 'objective truth,' or at least as close to objectivity as possible. This entire idea of lifeworld can also be traced through different sociological literature which is also the concern of Durkheim [6], what he called the collective conscience or consciousness which implies both mental and moral qualities. His intention in the use and analysis of the collective mental and moral phenomena approaches modern conception of the role of culture in social life, especially as employed by the social and cultural anthropologists. In the similar framework, Durkheim (ibid) developed the concept of social integration – the convergence of moral and mental elements in maintaining social order. One major element of integration is the extent to which various members interact with each other. Close to the Husserl's idea of objectivity in the lifeworld and collective consciousness of Durkheim, we can also take the idea of lifeworld into the understanding of social facts of the same sociologists. Durkheim, essentially external to individual and society, has thought it get manifested through the integration of economic realities and psychological realities with individual personalities. That complex interaction can be account for something which Husserl advocated for the lifeworld of individual. When lifeworld can be studied in the context of social facts, sociologists like Weber, who has introduced the revolutionary approach to study of human behavior through his methodological contribution called *Verstehen*, which means comprehending or understanding the level of meanings. For him

Verstehen makes possible the scientific study of human behavior in two ways: it facilitates direct observational understanding of the subjective meanings of human action and it facilitates understanding of underlying motives. This is further get polished when Weber combined his notion of 'understanding' with his modified Platonism called 'ideal types', the study of social and individual behavior took many step forward in both scientific sophistication and social-political utility [7]. Whereas social realities under Weber's analysis "must be understood (*verstehen*) by imagining oneself into the experience of men and women as they act out their own worlds" [8]. This is essentially what the paper attempted to bring the notion of lifeworld from the Husserl's explanation through the sociologist's explanation of Durkheim and Weber. However this gets ratified with the further development of lifeworld by Schutz [9] which gives a direct link to take the lifeworld in the context of cyber space by going beyond the notion of objectifying human behavior through subjective interpretation.

This subjective interpretation leads to the major question of intersubjectivity in everyday human life. So how it is possible in the inter-subjectivity lifeworld to understand each other and this has been the common concern of most of the phenomenologist. Or we can make it simpler while saying how from the inter-subjectivity world, the 'social fact' of Durkheim or 'ideal type' of Weber or lifeworld of Husserl emerged. Schutz [9] answered the question by saying that no human is developed in an isolated environment. The lifeworld is already in its perennial existence in the society an individual is born in and through the process of socialization each individual get introduced to the lifeworld which can be reorganized or rewired in due process. Based on differences in the spatial-temporal arrangement of human contact, as mentioned by Zhao [10], 'Schutz divided the contemporaneous lifeworld into two major realms: the realm of consociates made up of individuals sharing a community of space and a community of time, and the realm of contemporaries made up of individuals sharing neither a community of space nor a community of time.' However there has been an emergency of a third realm by adding to the definition of Schutz of life world which is again defined by Schutz and Luckmann [11] and cited [10], 'the concept of mediation to describe the possibility of individuals sharing a community of time without sharing a community of space, but Schutz stopped short of calling this possible domain a potential third realm of the lifeworld'. To contextualize this we can see the possibilities of lifeworld in the context of the cyberspace lifeworld. Here we are retaining all our previous definitions of lifeworld and adding one more layer to it by bringing the dialogue of temporality and spatiality to our understanding of cyber space and creation of a new kind of cyber lifeworld. The third realm is further defined by Zhao [10] in words and I quote: "the structure of the realm of consociated contemporaries in comparison to the structures of two other social realms. People in this realm physically reside in different locales across the zones of immediate experiences of different individuals. But, unlike contemporaries who orient toward others as mere "ideal types," people in this realm are telecopresent individuals, interacting with one another face to device in real or near-real time. And, unlike consociates who grow older together in the same physical surroundings, people in this realm live through the experience of a social reality that they jointly created and maintained in cyberspace."

The characteristics of three realms of lifeworld are given in the form of a figure which is borrowed from (ibid) given below: (Figure 1).

The third realm consociated contemporaries is the major approach of lifeworld

Parameters	Realms of the Lifeworld		
	Consociates	Consociated Contemporaries	Contemporaries
Location of Contact	Geospace	Cyberspace	Geospace
Recurrent Contact Situation	Copresence	Telecopresence	Noncopresence
Recurrent Mode of Contact	Face-to-Face	Face-to-Device	Non-Face-to-Face
Recurrent Form of Relation	We-Relation	We-Relation	They-Relation
Shared Meaning Context	Subjective	Truncated Subjective	Objective
Social Distance	Intimate	Intimate & Anonymous	Anonymous

Source: Consociated Contemporaries as an Emergent Realm of the Lifeworld: Extending Schutz's Phenomenological Analysis to Cyberspace. Human Studies [10].

Figure 1: Characteristics of three realms of lifeworld of Zhao.

Which is the focus of the paper while dealing with knowledge and power in the context of cyberspace lifeworld? In forthcoming section we are going to examine how the new form of lifeworld operates in the context of the new cyberspace or internet. How the lifeworld of cyberspace operates with intersubjectivity of two major dimensions of humanity i.e., knowledge and power?

Between knowledge and power in cyberspace and representation of new emperors

As we have discussed earlier, individual and societal behavior is always driven by one or other means of communication. With the new additions in the realm of communication there has been change and shift of the human nature which is essentially driven by the kind of medium used by at individual in a particular time and space. That simultaneously affects the life and nature of humanity which subjects to the integration of the lifeworld of individuals. If we acknowledge the contribution of mediated communication as one of the key factor for the creation of lifeworld, this would be important to bring Innis's [3] two dimension approach to understand media. He rightly divided media into two types as time biased and space biased media (ibid), where time biased media is meant to carry messages and information to many generations but with limited access as restricted in space bound activities. This can be the best example of Schutz's one more social real where he is talking about the role of predecessors for the sustenance of the lifeworld. This is essentially through the time biased media. In the other hand the space biased media which is more ephemeral as defined by Innis. While time-biased media favour stability, community, tradition and religion, space-biased media facilitate rapid change, materialism, secularism and empire. The emergence of new media has given a new dimension to time and space biased media, which might not be captured in the Innis's 'Empire and Communications'. Media can be both time and space biased that cyber media stands for. The time and space biased media is directly associated with the Zhao [10] fourth realm of lifeworld i.e., consociated contemporaries. While the creation of lifeworld which is mediated by either time or space biased media, Innis examined the rise and fall of ancient empires as a way of tracing the effects of communications media. He looked at media that led to the growth of an empire; those that sustained it during its periods of success, and then, the communications changes that hastened an empire's collapse. He tried to show that media 'biases' toward time or space affected the complex interrelationships needed to sustain an empire. These interrelationships included the partnership between the knowledge (and ideas) necessary to create and maintain the empire, and the power (or force) required to expand and defend it (wiki). Innis is right when he examined the time biased and space biased media in the contemporary political situation and I quote:

Innis wrote that the interplay between knowledge and power was always a crucial factor in understanding empire: "The sword and pen worked together. Power was increased by concentration in a few hands, specialization of function was enforced, and scribes with leisure to keep and study records contributed to the advancement of knowledge and thought. The written record, signed, sealed and swiftly transmitted was essential to military power and the extension of government.

While this paper attempting to understand the lifeworld in fact the new realm of lifeworld in the context of cyber space, this become crucial to bring the Innis's categorization of media in terms of space and time biased. The media we are talking now is essentially both time biased and space biased and above all formed of time biased and space biased media we have encountered in the history. So considering the level of time and space biasness of the media and creation of the fourth realm of lifeworld this is absolutely important to examine how the balance need to be created between knowledge (ideas) and power (force) to sustain the empire. This paper has made the attempt to connect the life world with the time and space biased media to understand the new partners in the political discourse.

Knowledge and power in the context of modern political discourse

By connecting two broad theoretical approaches like phenomenology and lifeworld with bias and communication of Innis, this paper tries to understand the lifeworld of some of the contemporary political 'elites' in the new cyberspace. To define 'political elite', the paper has adopted the constructs given by Pareto [12] when he pointed out that people are no more equal intellectually and morally than they are physically. And he chooses to call "elites" those who are most capable in any particular group. "Elites" as a concept is devoid of any moral or honorific connotations in Pareto's writings. As he defined the term as it simply denotes "a class of people who have the highest indices in their branch of activities". Pareto further divided the elite class in two categories: 'governing elite, comprising of individuals who directly or indirectly play some considerable part in the government, and the non-governing elites comprising the rest'. This paper is more concerned about the governing elites which would be termed as the political elites for more comprehensive understanding and phenomenological approach of lifeworld would be adopted to examine the knowledge and power factor in the time and space biased media in the context of India. To understand the broader theoretical framework, in the contemporary mediated environment a micro media analysis is conducted in the context of India.

Research Progress and Methods

With the theoretical framework this paper is attempted to understand national political agenda and social engagement of selected political elites in the new communication network. As one of the emerging economy and 2nd most populated country, India is the home for extensive increase of communication network and destination for major media giants of the world. As per the latest report by comscore and reported in The Hindu [13], “India has bypassed Japan to become the world’s third largest Internet user after China and the United States, and its users are significantly younger than those of other emerging economies, global digital measurement. India now has nearly 74 million Internet users, a 31 per cent increase over March 2012. This is also important to note that with the growth of mobile networks in India mobile based internet has given a new dimension to the internet uses in India”. With the growth of internet and exponential growth of social networking sites, cyberspace has given a new meaning to the human interaction in cyberspace. As the data also suggested that three-fourths of India’s online population is under 35 as against just over half worldwide and internet users spent a quarter of their online time by using social media. This is also pertinent to note that the social media users of India are educated young population of the country. This is one of the major reasons why traditional political approach on the basis of knowledge or power would not work. The young mass and drivers of social media exponential growth of the country are too restless for the ideology or only knowledge oriented politics and also too smart to reject the force or only power driven politics. They want relate to the country’s development and be part of the process, where they connect with the knowledge and also appreciative of the facts of the country’s growth with all modern industrial and capital process so accept the power of the political force as well. One can say the blend of knowledge and power goes well with the new literate young mass of the country. So, social media has given a good platform to realize both knowledge and power to young mass of the country. Among social media sites, LinkedIn and Twitter are the next most popular and accounts for 90 per cent of all searches in India [13]. Different trends of social media users of India are mentioned in the given figure bellow (Figure 2).

Out of all social media where subjective interaction happens between different individuals, one of the most popular social media

is twitter in India by considering its unique characteristics of 140 letter spacing with 33 million users as per the latest data and of course increasing considering the fluidity of audience in social media. This gives an opportunity where individuals not only need to present himself/herself but also need to package in a manner that the feeling and emotions need to be captured in 140 characters. By adding to this some of the recent literatures like Christian [14] also highlighted that how:

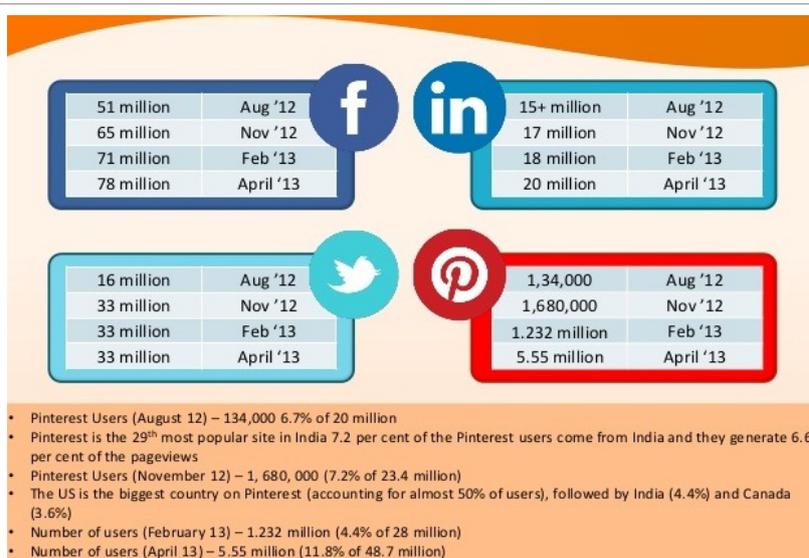
“A great deal of discourse—often revolving around sexy phrases such as “Twitter Revolutions” or “The YouTube War”—has reinforced the central role of technology in antigovernment protests or acts of dissent, only for critical questions to be raised shortly afterward regarding the actual level of use and effect of such technologies.”

Scholars like Murthy [15] also emphasis through his article on ‘Twitter: microphone for the masses?’ that ‘the question of whether twitter has really produced a new space in which ordinary people meaningfully interacted with ordinary people around the world who have rich insiders account pertaining to diverse forms of socioeconomic life’. Considering twitter and one of the important microblogging sites, the study has focused to analyse the profile of ten most followed political elites of India in a particular period of time.

Contextualizing political situation of India

When the country has the highest number of youth population, so it is obvious to expect more energy and change in different spheres like economy, politics etc. As per the report published by report published by IRIS Knowledge Foundation in collaboration with UN-HABITAT and reported in The Hindu [13] and I quote:

“Every third person in an Indian city today is a youth. In about seven years, the median individual in India will be 29 years, very likely a city-dweller, making it the youngest country in the world. India is set to experience a dynamic transformation as the population burden of the past turns into a demographic dividend, but the benefits will be tempered with social and spatial inequalities. The population in the age-group of 15-34 increased from 353 million in 2001 to 430 million in 2011. Current predictions suggest a steady increase in the youth



Source: The Hindu (2013) India is set to become the youngest country by 2020.

Figure 2: Popular social media usages in India.

population to 464 million by 2021. By 2020, India is set to become the world's youngest country with 64 per cent of its population in the working age group [13].”

With so much energy and powered enforced by social media seeking for a political change become quite obvious. In one side there is a ruling class which has been forming the government from the Independences with some interim changes in the name of Congress Party, which is essentially lead by the Gandhi Family (most powerful political family) of the country. On the other there are alternative power houses ruling different provinces (states) with some visible impact of the development which suits mostly to the young groups we are talking about. So there is a striking demand for change and a consolidated voice manifested by the group in different forms like supporting the nationwide movements against state corruption etc. In this crucial time with the forth coming central election 2014, there is a popular drive to change the government and get an alternative for the same. So the biggest question is who can be the alternative? There has been emergence of new alternatives from social movements like the Aam Admi Party but at this point their political voice is very limited and the biggest national opposition party to Congress is Bharatiya Janata Party (BJP), which is known as the right wing party of India and had the history of pro-Hindu political wing. This is also not to forget that India has more than 20% of Muslim populations. However, considering the province rule, the country has seen the successful leader from the party (BJP), Mr. Narendra Modi, ruling one provincial government (state) since more than one and half decade and shown phenomenal economic growth of that part of the country. Though there are allegations like a big communal crash massacre of 2002, happened that part of the country [16] associated to that individual but the tremendous growth practice has given a new image to that individual. As the biggest opposition of ruling party, BJP has been trying to promote him as the next prime-ministerial candidate to fight the 2014 general election. The biggest controversy is acceptance of his leadership and his two faceted images as a right-wing leader and a development crusader by the country men. Where one section of the population, our youth brigade are ready to forgive his communal past and go by his development agenda there are other sections including the ruling party those who are not ready

Narendra Modi as the leader for the next general election a new political environment has emerged in the country since last one year. However, officially BHP declared the face of their political party for next general election only on 13th September 2013. Being the image of development led politics Mr. Modi has become the ideal for our youth brigade of the country which get manifested in social media by becoming the highest followed politicians in twitter. So this study is an attempt to understand the twitter life of our political class or political elites and the lifeworld created with the new social class in social media.

Lifeworld of the political elites in twitter

Political elites are decided on the basis of the Paretonian (V. Pareto) definition of governing elites and ten number selected by considering political elites accounts in terms of their maximum number of followers. Ten political elite profiles are selected and data collection conducted in the early October 2013. As the part of data collection individual tweets from selected ten accounts are collected over a period of one month, before the declaration of one of the national political party's Prime Ministerial candidate for the upcoming national election³ and analyzed by adopting hermeneutics as the method of data analysis to understand the lifeworld of the political elites while balancing the knowledge and power. The period which is considered is basically from 15th August to 15th September 2013 and declaration of the Prime Ministerial candidates for the forth coming central election 2014 (Table 1).

Data collected and documented of those 30 days period from the above mentioned accounts and total number of 723 tweets were collected. Through number of tweets varies non-proportionately that we will see in our analysis section. Post to the collection of data considering major theoretical framework, hermeneutics this research adopted hermeneutics method for the purpose of analyses in the context of knowledge and power in the new lifeworld created by the time and space biased media. And the major objective behind adopting hermeneutics as the method of data analysis is, essentially to explore and analyze the lifeworld of people, using qualitative method, and non-directive interviewing techniques to collect information. Considering the subjective interpretation of the subject this is found that hermeneutics is the most suited method for the data analysis where

Name of the Political elite	Twitter Account	No. of followers*	Total no. of Tweets in the given period	Party affiliation	Present designation
Narendra Modi	@narendramodi	2555171	113	BJP	CM-Gujarat
Arvind khejriwal	@arvindkejriwal	641012	05	Aam Aadmi Party (AAP)	President of AAP
Naveen Jindal	@MPNaveenJindal	98169	75	Indian National Congress	MP- from Kurukshetra, Chairman Jindal steel and Power Ltd.
Digvijay singh	@digvijaya_28	98236	71	Indian national Congress	General Secretary of All India Congress Committee
Subramanian Swamy	@swamy39	296386	104	BJP	Former Union Cabinet Minister and MP
Ajay Maken	@ajaymaken	276034	21	Indian National Congress	General Secretary AICC and in charge Communication Department.
Omer Abdulla	@abdullah_omar	365104	31	Jammu and Kashmir National conference	CM of J&K
Sushma Swaraj	@sushmaswarajbjp	725735	36	BJP	Opposition leader Lok Sabha
Shashi Tharoor	@shashitharoor	1936300	217	Indian National congress	Minister of state for Human Resource Development ,India, MP for Thiruvananthapuram
Milind Deora	@milinddeora	115000	50	INC	Minister, Communications, IT and Shipping, Govt of India; Musical Anthropologist; Fiercely Independent; RTs aren't endorsements

*Number of followers as on 14/10/2013 at 4.30 pm

Table 1: Presence of 10 most followed political elites in the micro-blogging site.

to accept his leadership because of his radical image and controversies surrounding his image. So in the process of the BJP's promotion of Mr.

³One of the national political parties Bharatiya Janata Party (BJP) declared Mr. Narendra Modi as BJP's 2014 election Prime Ministerial candidate on 13/09/2013.

‘explanation is a necessary step for understanding. We always explain in order to better understand. A text must be explained in its internal structure before being understood in its correlation to the interest it arouses and to which it responds. It is no different for a value or a group of values. But the opposite is just as true. If understanding passes through explanation, explanation is completed in understanding [17]. Lifeworld analysis of political elites through their individual tweets.

After the collection of the data with the subjective interpretation and theoretical framework discussed in other sections, the data is coded in four categories considering the knowledge and power in the cyber lifeworld. Four major codes are dystopia, utopia, knowledge and self-projection.

Analysis

Basis number of followers

Narendra Modi> Shashi Tharoor> Sushma Swaraj> Arvind Kejriwal> Omar Abdulla> Subramanian Swamy> Ajay Maken > Digvijay Singh> Naveen Jindal

Numbers of followers in twitter refers to people who have agreed to receive your Tweets through Twitter. If you add someone else to the list of people you read, you “follow” them. Popularity on Twitter is often measured by the number of followers a person has. Thus we see that Narendra Modi, who is from the opposition party, has got the highest number of followers [18]. He is followed by Shashi Tharoor, who is from the ruling party. However, what is interesting to note is that members who have stand last in the row are the ones from the ruling party. Arvind Kejriwal, who is considerably, new to the arena of politics have been on the higher side of the followers’ graph. Thus we see a falling trend towards the ruling party [19].

Total no. of Tweets in the given period

Shashi Tharoor> Narendra Modi> Subramanian Swamy > Naveen Jindal> Digvijay Singh> Sushma Swaraj> Omar Abdulla> Ajay Maken> Arvind Kejriwal

The most active person on twitter, it seems is Shashi Tharoor, followed by, Narendra Modi and then Subramanian Swamy. Arvind Kejriwal is being followed by over 6 Lac people, but, he has tweeted only 5 times in last 1 month. Naveen Jindal and Subramanian Swamy have also been considerably active but their number of followers certainly doesn’t convey that the more the person is active on twitter, the more will be his followers. Here we can say there needs more than mere tweets to be the Prime Minister of India [20].

Going by the ascending order, we see, Arvind Kejriwal has tweeted 4 times on other issues and one time pertaining to his projection on image. Going by the same trend the highest number of tweets by Shashi Tharoor comprise of 98 other issue tweets followed by tweets pertaining to knowledge etc and self-projection tweets are low in numbers. The numbers in the table clearly show that maximum tweets have been written covering Dystopia, utopia and others. Very few tweets pertain to self-projection of the politician which indicates the tendency of drifting away from writing about them. And it also conveys that politicians are smart enough to portray themselves as a leader with food for thoughts and concern rather than a blabbering individual bluffing about their own selves. However, one leader who has given equal importance to all kind of issues without overshadowing his own projection is Narendra Modi [21] (Table 2).

Topic wise analysis

Going by the topics on which tweets have been made, it is seen that Narendra Modi’s maximum tweets pertains to his own self work/ power. For example, he has written about inauguration of water pipeline and its benefits to society; Creation of new districts to develop poor and marginalized; Announcement formation of 23 new Talukas in Gujarat; Stressed on the importance of Gram Sabhas and use of technology for overall development of our villages etc. As far as self-image projection is concerned, his tweets are like Attended Kisan Panchayat, a large gathering of thousands of farmers from various states, during Vibrant Gujarat Global Agriculture Summit; Great to be in Jaipur. Join Suraj Sankalp Rally LIVE; Joined Suraj Sankalp Yatra earlier today; A big thank you to the people of Rajasthan for their warm welcome; It was great listening to Rajnath Ji and Vasundhara Ji in Jaipur @BJPRajnathSingh @VasundharaBJP; Great month long campaign by EC for voter registration across states. Urge you all, especially youth to make use of it; and etc. Thus analysis deeper into the topic we see that not only Mr. Modi has written about his works and meetings and thoughtful tweets related to growth and development of the state but he has also connected to people and has motivated them by tweeting like Sharing glimpses of the public meeting in Rewari and some Tweets by enthusiastic netizens on what has been a great day. Apart from projecting his own image, Mr. Modi has also applauded his party co-workers in his tweets thereby showing their oneness in team [22].

On the contrary, Shashi Tharoor tried himself to keep at a bay when it comes to self-image creation. However, though a few, he has made quite explicit tweets about political blame gaming and his stand which has quite a critical tone like An Indore journalist asked me abt NaMo’s comment that he has no dream of becoming PrimeMinister.

Issues	Narendra Modi	Sushama Swaraj	Shashi Tharoor	Navin Jindal	Digvijaya Singh	Subramanian Swamy	Ajaya Maken	Omar Abdulla	Milind Deora	Arvind Kejariwal
Dystopia	12	10	8	0	34	22	9	3	1	0
Utopia	21	9	23	16	9	24	6	3	19	0
Knowledge	18	6	81	22	6	30	3	1	16	0
projection	20	6	7	9	6	7	2	10	0	1
Others	42	5	98	28	16	21	4	14	14	4
Total	113	36	217	75	71	104	21	31	50	05

Dystopia (Political/Social/Cultural/Economic etc.)

Utopia (Power/Self work)

Construction of Image

Knowledge partner

Others/ambiguous/Personal

Table 2: Life world of political elites through the micro-blogging site.

Me: I don't dream of him becoming PM either!; Seems rise of BJP MLA Mangal Lodha's political graph & his company's finances have been contemporaneous! Alumnus of Reddy Biz School, K'taka?; and a thousand Sanghis vilify me on social media. TV covered the entire event. Why doesn't anyone listen to my speech before reporting? Maximum tweets of Mr. Tharoor has enveloped topics related to Knowledge/youth/perspective sharing like Improving the quality of schoolteachers; Social media alone cannot win elections; The success of any such site depends on large numbers of people signing up to it. Success breeds success!, etc. Mr. Tharoor has also not shied away from tweeting about movies etc.

Thus, comparing the top two most active twitters, we see that Narendra Modi being in power has made total use of the platform to set and agenda of constructing his own image by commenting and publicizing issues related to positive development and growth. His tweets are majorly positive and carry a tone of determination and optimism whereas on the other hand Shashi Tharoor's tweets are a critique to politics, media etc but when his tweets are thoughtful and have covered number of issues raising an attention towards them. He has also done some publicity around conferences and seminars he has attended [23].

The third highest twitter person Subramanian Swamy has maximum tweets criticizing opposition very vocally with opposition political comments like Monumental hypocrisy: The Hindu editorials attack the US but its editor of Indian origin but refuses to give up US citizenship; Vadra has taken the Residency Permit in Dubai. TDK family flight has begun as Modi juggernaut rolls on; I was Law Minister I had this power. It was taken away by SC in 1994 because next Minister Bhardwaj misused it. Even his political comments like I hope see fishermen of our country released soon after they are produced before a Magistrate and case compounded; One batch of fishermen released yesterday but not mechanised powered boats. These are owned by Elis, Porkis and DDs.; With me addressing a public meeting in Lal Chowk in Srinagar and Zubin's orchestra in Srinagar Park the process of owning Kashmir has begun; shows a pessimistic tone. His tweets on Knowledge have focused majorly on controversial topics and radical ones like my book Virat Hindu Identity -- Concept and Its Power has been printed and is now available for purchase; Islamic Banking is a failure in Dubai itself. It will India be conduit for religious conversion--no loan to Hindus on technicalities. So Sri Lanka army chief has invited me to speak at an international conference of army chiefs on how to effect peace in the region. Will do; TOI lied on Islamic Bank. It is a Venture Capital outfit which cannot accept deposits or give loans. So it is not a bank; and What India needs is a "Reclaim Hindustan" operation by Saam, Dhaam, Bheda and Dand.

Discussion and Conclusion

Analyzing the above data, it shows that popularity on twitter has nothing to do with the kind or amount of tweets. Twitter does convey the agenda that a particular politician desires to set across, however, it also shows the kind of mindset a particular politician has. Though, the persons who are quite active in tweets have got good numbers of followers, nevertheless, we have also seen politicians which fairly good number of tweets having comparatively less number of followers. Thus, only number of tweets cannot ascertain the number of followers. There are various other factors which collect and motivate the general public to follow a politician. Though, Narendra Modi has been known for his aggressive campaigning and transforming the Country towards a positive side of political, economic and social spheres, Shashi Tharoor

on the other hand speaks intellectually on various issues and has established himself as a thoughtful politician with an intellectual bent of mind. Subramanian Swamy on the other hand despite tweeting in large number could not gather many followers. Similar is the case with Naveen Jindal and Digvijay Singh. Thus, twitter does play a role however; it's the amalgamation of the medium /platforms including individuals' perception and word-of-mouth that plays a larger role.

To conclude this paper finds that, Indian political elites has used cyberspace to set the agenda through the social engagement which clearly defined in terms of how they present themselves to others. The study clearly sees that, four types of political elites and their creation of life world through the tweet analysis.

- Knowledge Partner: You see your reflection in me ("I am more a knowledge partner than a power centre- Knowledge focused")
- Utopian Politician: Still believe in the power centric approach of politics and carry to the new media lifeworld ("my world represent utopian and other dystopian").
- Between the knowledge and power: I can bring the balance ("I represent your utopian world and they represents the world of dystopia and can also being your knowledge partner").
- "I am here because I need to be, I can't ignore you".

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