Methods of Communications and Political Empowerment of BSP in Uttar Pradesh

Shrikanth Bade

Abstract: This study attempts to examine the reach and effectiveness of communication channels used by BSP party in Uttar Pradesh. Hoardings, Banners, posters, road signs, slogans, SMS, advertisement and graffiti's' are some of the example of media used by the political parties for their communication. At the same time the message that is conveyed through the channels is important. BSP had been working intensely on its slogan of "Bahujan Hitaya Bahujan Sukhaya" since its inception. It has attempted to portray itself as a party which is for politically empowering the Scheduled Casts, Scheduled Tribes, the OBCs and other minorities. This research will investigate the earlier communication strategies that gave thumping success to the BSP, the current complacency that has set in and also the future possibilities in improving communication through usage of social media. Before carrying the full-fledged study a pilot study was carried. This article presents the pilot study in brief.

Keywords: BSP, Communication, Political Empowerment, Pilot Study, caste

I. INTRODUCTION

Uttar Pradesh is a biggest state in the north part of India flanking the province of Uttarakhand and the nation of Nepal toward the north, the territory of Bihar toward the east, the conditions of Jharkhand and Chhattisgarh toward the southeast, the territory of Madhya Pradesh toward the south, and the conditions of Rajasthan and Haryana and the national capital domain of Delhi toward the west, with a populace of almost 200 million

Uttar Pradesh is a huge state with a wide range of bodies electorate dependent on district, religion and rank. This culture of showcase is a proof of the long-standing cozy connection between the locale's ideological groups. The Bahujan Samaj Party (BSP) is a national ideological group in India. As far as vote-share in the 2014 general political decision, it was the nation's third-biggest national gathering, despite the fact that it won no seats in the Lok Sabha.

It was established for the most part to speak to Bahujans (truly signifying "Individuals in larger part"), alluding to individuals from the Scheduled Castes (SCs), Scheduled Tribes (STs) and Other Backward Castes (OBCs), just as different religious minorities that together, as indicated by Mr Kanshi Ram at the time he established the gathering in 1984, involved 85 percent of India's population yet at the same time partitioned into 6,000 distinct standings. It's the Pali word in which "Bahujana" is broadly found in the writing of Buddhist writings.

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Gautama Buddha utilized this word to control his followers to work for the Bahujana Hitaya Bahujana Sukhaya.

The BSP has utilized this motto broadly in political rallies. This research will explore the prior correspondence procedures that gave pounding accomplishment to the BSP, the lack of concern that has set in and furthermore the future potential outcomes in improving correspondence through use of web-based social networking. Before conveying the undeniable examination a pilot study was conveyed. This article displays the pilot study. This pilot study was based on an survey of 50 individuals.

II. LITERATURE REVIEW

1. Bali Swain, R., & Wallentin, F. Y. (2016). Studied how the impact on women's empowerment varies with respect to the location and type of group linkage of the respondent.

2. Martin, B., & Varney, W. (2003). Found that, Communication is central to the effectiveness of nonviolent action: methods of protest and persuasion are essentially means of communication

3. Lennie, J. (2005). Used participatory evaluation methodologies to produce many positive and empowering impacts. This article presents results from the implementation of a process that aimed to build the capacities of people in two Australian rural communities to evaluate their local communication and information technology

4. Kerrigan, D. et. al. (2015) worked on community empowerment-based response to HIV, which sex workers take collective ownership of programmes to achieve the most effective HIV outcomes and address social and structural barriers to their overall health and human rights.

5. Magin, M., et al. (2016). Found that, as a consequence of how the Web 2.0 has changed political campaigns, the theoretical time-bound three-phase models of political campaigning must be reconsidered. they analyzed how parties used Facebook as a campaigning tool to inform, interact with, and mobilize voters, as well as which target audiences they addressed.

6. Whitmarsh, L., & Corner, A. (2017). Examined that, political orientation and ideology are amongst the most significant influences on climate change attitudes and responses. This paper reports on novel mixed-methods research in the UK

7. Duarte, J. et. al. . (2014). demonstrated the value of diversity – particularly diversity of viewpoints –for enhancing creativity, discovery, and problem solving. This article reviews the available evidence and finds support for use of communications for political gains

8. Dutta, M. J. (2015).

Found that communication in planned social change is actually pro-development behavior change in the "undeveloped" world. This essay suggests that development policies are correlated with depth of communications in underdeveloped world.

III. OBJECTIVE AND METHODS

Objectives for the pilot study were as under-
a. To test the reliability of the questionnaire
b. To find out practical difficulties in carrying out the survey
c. To test the data analysis process
d. To test the hypotheses testing methodology

Reliability of the questionnaire –

This was tested by using the Cronbach's Alpha test and the tests were as under –

Table no-1 Cronbach test

| Sr. No.	Part of the questionnaire	Cronbach's Alpha
1	Entire Test	0.9737
2	I(Communication Channels and political empowerment)	0.9806
3	II (Reach and effectiveness of communication channels)	0.9792
4	III (Steering of election campaign)	0.9522
5	IV (Use of Social Media)	0.9272

Since the score was more than the standard benchmark of 0.70, the instrument was considered as reliable.
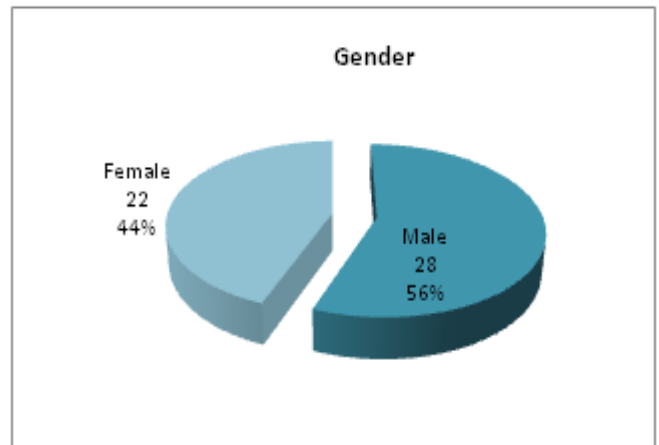
IV. DATA ANALYSIS
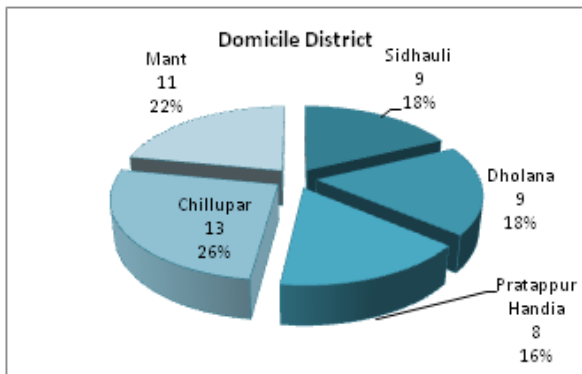
Fig. 1- Domicile district

The largest 13 respondents belonged to the Chillupar group, whereas 8, the lowest belonged to the Pratappur Handia group
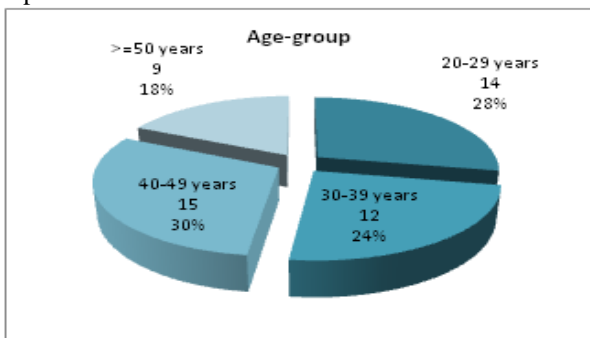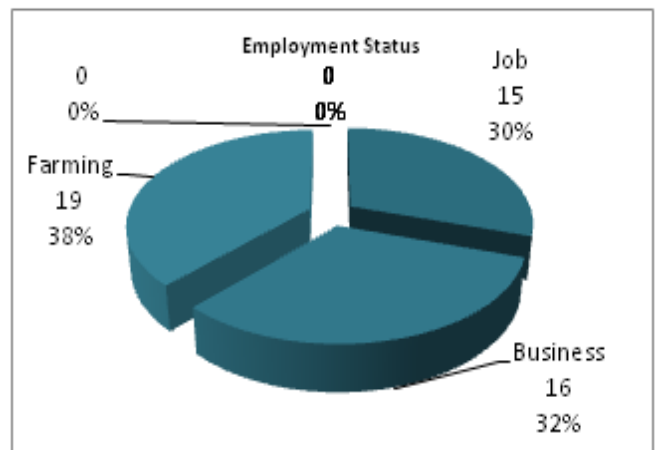

Fig. 2- Age group

The largest 15 respondents belonged to the 40-49 years group, whereas 9, the lowest belonged to the >=50 years group

Fig. 3- Gender
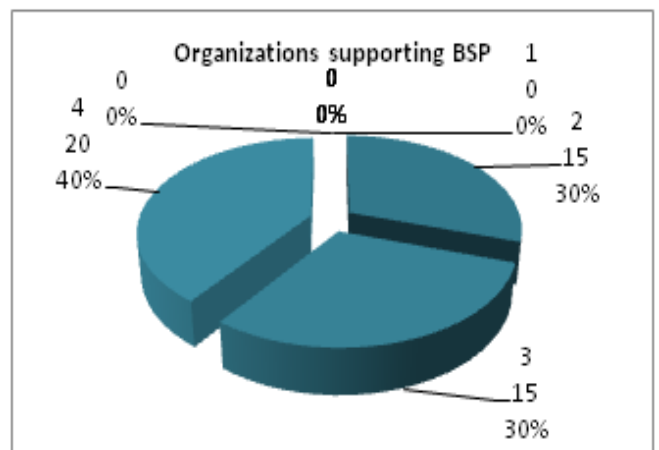
The largest 28 respondents belonged to the Male group, whereas 22, the lowest belonged to the Female group
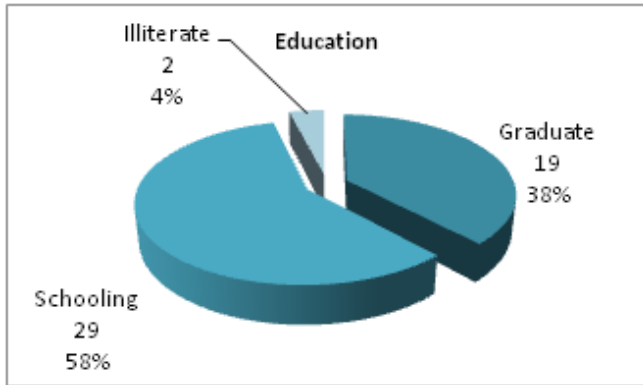

Fig. 4- Employment status

The largest 19 respondents belonged to the Farming group, whereas 15, the lowest belonged to the Job group

Fig no 5 Organizing support for BSP

The largest 20 respondents belonged to the 4 group, whereas 1, the lowest belonged to the 0 group

Fig. 6- Education status
The largest 29 respondents belonged to the Schooling group, whereas 2, the lowest belonged to the Illiterate group

V. HYPOTHESIS

This analysis was done to test the following set of hypotheses-

Ho1 – Communication channels used by BSP in Uttar Pradesh were not successful in political empowerment.

Ha1 – Communication channels used by BSP in Uttar Pradesh were successful in political empowerment.

Ho2 – Communication channels used by the BSP in UP are not able to penetrate to deeper levels and are effective.

Ha2 – Communication channels used by the BSP in UP are able to penetrate to deeper levels and are effective.

Ho3 - Communication channels used by the BSP in UP are not able to successfully steer election campaigns.

Ha3 - Communication channels used by the BSP in UP are able to successfully steer election campaigns.

Ho4 – There is no potential to exploit social media for the future political communication in UP.

Ha4 – There is a potential to exploit social media for the future political communication in UP.

VI. RESULTS AND DISCUSSIONS

The methodology is explained briefly below-

a. The responses were assigned weights as under –

Table no 2-quetionnaire weights

Sr. No.	Response	Score
1	No response	0
2	Somewhat agree	1
3	Completely agree	2
4	Somewhat disagree	1
5	Completely disagree	2

b. The scores were aggregated and agreement and disagreement percentages were calculated. For example, in case of the 1st question under the Ist section, the responses and resultant calculations were as under –

Table no 3-data for analysis

Sr. No.	Response	Score	Responses	Weighted count	Total

1	No response	0	1	0	
2	Somewhat agree	1	18	18	58 (79%)
3	Completely agree	2	20	40	
4	Somewhat disagree	1	7	7	
5	Completely disagree	2	4	8	15 (21%)
	Total		50	73	73(100%)

c. The agreement percentages under each of the sections were averaged for all the questions under that section.

d. The average agreement percentage was compared with 50% agreement which was taken as a hypothesized mean of the population indicating that 50% agreement is just a matter of chance and not statistically significant

e. A t-test was then performed since the standard deviation of the population is not known.

f. The p-value was compared with 0.05(95% confidence level), and if it was found less than 0.05, the null was rejected in favor of the alternate hypotheses.

The results of this procedure for the four hypotheses were as under

Table no 4 -T-test used

Ques	Agre e %	Question	Agre e %	Question	Agre e %	Question	Agre e %
1.1	79%	2.1	78%	3.1	75%	4.1	83%
1.2	78%	2.2	84%	3.2	76%	4.2	81%
1.3	76%	2.3	74%	3.3	80%	4.3	79%
1.4	81%	2.4	76%	3.4	78%	4.4	80%
1.5	75%	2.5	78%	3.5	78%	4.5	70%
1.6	82%	2.6	79%	3.6	81%	4.6	73%
1.7	76%	2.7	76%	3.7	78%	4.7	79%
1.8	74%	2.8	82%	3.8	75%	4.8	81%
1.9	78%	2.9	81%	3.9	76%	4.9	77%
1.1	83%	2.1	77%	3.1	72%	4.1	76%
1.11	71%	2.11	79%	Average	77%	Average	78%
Ave	78%	Average	79%	SD	1.03 694	SD	1.03 866
SD	0.99 114	SD	0.97 948	H1	50%	H1	50%
H1	50%	H1	50%	Ho	0.77	Ho	0.78
Ho	0.78	Ho	0.79	n	50	n	50
n	50	n	50	t-val ue	1.83	t-val ue	1.9
t-va lue	1.96	t-val ue	2.06	p-va lue	**0.03 6655**	**p-va lue**	**0.03 1977**
p-v alue	**0.02 7655**	**p-va lue**	**0.02 2261**				

Since all the p-values were less than 0.05, all the null hypotheses were rejected in favor of the alternate hypothesis, it means that, in this research,

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communication channels used by BSP in Uttar Pradesh were successful in political empowerment. Communication channels used by the BSP in UP are able to penetrate to deeper levels and are effective.

Communication channels used by the BSP in UP are not able to successfully steer election campaigns and there is a potential to exploit social media for the future political communication in Uttar Pradesh.

VII. CONCLUSIONS

The inferential analysis proved that –

a. Communication channels used by BSP in Uttar Pradesh were successful in political empowerment.
b. Communication channels used by the BSP in UP are able to penetrate to deeper levels and are effective.
c. Communication channels used by the BSP in UP are able to successfully steer election campaigns.
d. There is a potential to exploit social media for the future political communication in UP.

In the main study these findings would be corroborated by way of five Focused Group Discussions with senior people from the party.

The pilot study, conclude that –

a. The questionnaire designed is reliable
b. It is possible to collect data from the respondents
c. Data analysis is possible using a tool like MS Excel and
d. The hypotheses can be duly tested

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AUTHORS PROFILE

Mr. Srikanth Bade is presently pursuing his PhD in the field of Mass Communications from Telangana University, Nizamabad, Telangana State since September 2014. He specializes in electronic media and photography and holds a brilliant command over these both academically and professionally.

He has produced and created various lecture videos, engaged with an e-content and documentary programmes for NPTEL at IIT-Roorke and EMMRC-NISWASS at Bhubaneswar. He is an active researcher and possesses varied interests in travelling and knowing different cultures of different parts of the nation.