

Determining Agenda, Propaganda, and Ideology in the Posts of ‘X’

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Abstract

Introduction:

Social media helped to unite the world on a single platform and deify a political concept of individuals. It is a platform where each person in a democracy may express their opinions without prejudice. X (old name Twitter) is used by news outlets, political organizations, and candidates to spread their agendas, projects, ideas, and strategies. Many people in the digital age are biased against news posted on political leaders' or parties' X accounts. Political party ideologies lay the groundwork for the general public's decision to support or oppose them.

Methodology:

This study is quantitative in nature. We opted cross-sectional research design to collect the data. We applied the content analysis method for analysing text into numbers for the research method concern. We develop a codebook based on priory coding.

Results:

Most posts on X promote the Prime Minister's reputation better than those of other leaders. Political parties primarily use X for their white propaganda. 55.4% of political leaders have no propaganda related to them, while 33.1% of posts are made for white propaganda of political preferences. Regarding right-wing ideology, there is 62.2% white propaganda and 11.1% black propaganda on X. When compared to its counterpoint, 10.1% of leftist political ideology's propaganda is favourable, or 58.6%. Political parties have micro agendas on their X handles, according to ideology, which is 66.6%. 52.2% of main political persons on posts are not biased while 20.1% are partially biased and 27.6% are fully biased on posts. The bulk of posts (84.6%) on the Union and State Cabinet X favours the micro agenda. whereas much of the macro agenda (42.9%) comprises posts regarding party executive officials.

Conclusions: *Indian national political leaders and parties are communicating fairly through posts with a specific mandate sent from their registered accounts. Most posts are concerned with the community distorting the truth in their presentation of it.*

Keywords: Ideologies, social media, agenda, perception, and political leaders

1.0 Introduction

A post is a fact, piece of information, idea, or thought that is shared via 'X' handle (Old name Twitter). Posts are a type of online social media micro-blogging service that allows users to send short messages of up to 140 characters, while most languages now allow for up to 280 characters (Waugh et al., 2014). X is a magnificent forum for the transmission of political opinions, where everything from the initiative to the promotion can be simply prepared from the first episode of the notion. Additionally, depending on their particular philosophy, the masses might be significantly impacted (Ahmad et al., 2022). It is a real-time virtual platform that has completely transformed worldwide communication in the shifting era of the digital revolution. Because of this, even a single post sent by a certain individual, group, or leader today can spark a heated debate and lead to a significant political shift (Skogerbø & Krumsvik, 2015).

The fight between each societal division, class, and level of power has existed for millennia, and the media's role in these conflicts has a long and illustrious history. Both sectors have made an effort to use the media in a manner that is similar (Zaffiro, 1993). Ideologies are the sole cause of these conflicts. What an individual or group of people believe about the

way they live their lives, the beliefs, policies, and traditions that exist in society, and all the social and political concepts in their country and worldwide (Pandey et al., 2023; Sharma & Kumar, 2023). That is referred to as his ideology. The French philosopher Count Destutt De Tracy most likely used the concept of ideology to denote the more precise description of the science of concepts in the 1700s (Filippini & Barr, 2017). Through social media and posts on X, political parties and leaders aim to influence the public to persuade an increasing number of people with their philosophy. X aids in accelerating and simplifying the process (Mourão & Molyneux, 2021).

An agenda is a list of activities or objects to do that are arranged chronologically. The agenda refers to a detailed list of the tasks to be completed. The phrase is frequently used in both politics and journalism (Miller, 2010). Without an agenda, no media organisation or political group can exist or be recognised. Every party, leader, and institution must craft its agenda in a way that will appeal to and be supported by voters, employees, customers, and the broader population. It can have both positive and negative consequences. Through social media, this agenda may be shared with the wider populace in only one click in the current era of the 21st century (Birkland, 1998).

Spreading of information, debates, and rumours propaganda refers to the use of lies or partial truths to sway public opinion. The word propaganda was first used in English in 1718. Propaganda is the somewhat deliberate effort to use signals to influence many people's opinions, sentiments, or behaviours. Propaganda differs from casual talk or indeed the free and candid discussion of ideas by being planned and placing a fair amount of focus on persuasion (Fellows, 1959).

Media is used by society and power to spread or support their agendas, leaders, and ideas. And to influence the public, false information is broadcast through the media (Brown, 1937). The clever managing, leading, or use of an object or a person is known as manipulation. The figure you created in the art project and the way you persuaded your buddy to assist you with your schoolwork are regarded as manipulation (Rudinow, 1978). The media has acted as a catalyst in controlling corruption; the media acts as a watchdog in preventing political people from engaging in corruption (Kumar & Sharma, 2023).

Importance of the study:

The present investigation is beneficial for comprehending political agenda, propaganda, and media interpretation. The current study is quite helpful in assisting with understanding ideological and agenda, propaganda in political posts. This study contains all political news on X that represents the goals, ideologies, and propaganda of major political parties.

Researchers and scholars will be able to comprehend the ideologies of major politicians and political parties, as well as their micro- or macro-agenda, through this study, which is disseminated either on their official X handles or on X by the public.

2.0 Review of literature:

Ideology has existed since the dawn of time. As ideologies shift, so does the nature of media, with less and more manipulation occurring at different times. At such a time media have a moral obligation to be impartial and inform the public. On the other hand, political ideologies aren't always terrible, and those in positions of authority don't always act wrongly, but the media should never be expected to be biased. Despite this, political beliefs continue to spread and use a variety of promotional strategies (Sample et al., 2018). Digital networks are misused for propaganda, offensive language, and manipulation operations, which can undermine the diversified structure of Indian democracy while facilitating citizen participation for more involvement in democracy (Mahapatra & Plagemann, 2019). The author made note of the fact that Indian political parties continued to actively use social media to advertise their ideologies in the run-up to the voting in April and May 2019. Through the application of the observational technique, the author concludes that social media's special value lies in its capacity to include both mass advertising and micro targeting, supported by grassroots advocacy.

Social media is being utilised to influence politics not just in India but all over the world. In a study 'Recent trends in online foreign influence efforts' (Martin et al., 2019), Over 460 media reports were analysed by the writers between 2013 to 2018 as they investigated the influence of politics on the media in 24 different nations. According to the study's findings, political polarisation was promoted while elections, health, and safety at all levels were put on the media's agenda. Does political ideology affect how news is reported? The owners and staff of the media company are also people, and since everyone has ideas, a journalist or editor can't put their ideologies on the back burner for an extended period. Accepting a notion or an idea is natural. Sometimes a person's charisma causes others to adopt his or her political views (Cocking, 2018). Politics is a person, and people are politics. And, if a piece of news is being impacted, it is just being manipulated. People cannot access the information they need in terms of truth and facts (Paasonen, 2018).

X is a powerful media outlet that quickly and effectively draws the public's attention to political issues. The image of political parties and top leaders is created and destroyed on X. Previous research defines the BJP's official X account, mass media is increasingly being used

to promote disinformation, misleading information, and fake news. Data collection using the content analysis method. The findings showed that few of the posts from the official BJP account are propaganda and instead have small or constructive goals (Sharma & Goyal, 2018). Another study demonstrates empirical data that links the dissemination of information by political figures via X and media attention in a significant manner. This study aims to close this gap by examining how press coverage of the Nigerian general elections occurring in 2019 was affected by the posts of two well-known presidential contenders over the course of four months from November 2018 to February 2019. For this research, 1,048 posts in overpowered were collected. The findings confirm the presence of connections between broad problems like protection, anti-corruption, and the economic system in Nigeria's political discourse, republican candidates' political posts on these topics, and how these subjects were ranked in media attention (Ahmad et al., 2022).

The act of spreading propaganda involves engaging as many people as you can by using different political actors, parties, organisations, and celebrities. A recent study compares the coverage of the 2020 US election provided by RT and CGTN across multiple platforms. The research entails content analysis of the reporting of the 2020 US poll by RT and CGTN on different media outlets. The author integrates quantitative and qualitative content analysis for data analysis since it is an adaptable technique for analysing a wide range of communication modes, including the combination of text, image, and video throughout our many social networks (Moore & Colley, 2022). Thus, it may be claimed that political ideologies, agendas, and propaganda of political parties and leaders are dominating through tweets to the point where they occasionally try to blanket the media and somewhere down the line, the media's legitimacy is also questioned (Wilner et al., 2022).

3.0 Method and material:

The section of research work contains objectives of the research work, its hypothesis, research design and sample design.

3.1 Objectives of the research:

Ro1. To know the association between the main political person in posts on X handle and presence of bias, agenda, and propaganda in official posts of Indian national political parties.

Ro2. To find out the association between ideology indicated in posts on X and the presence of bias and propaganda in posts of Indian national political parties.

Ro3. To find out the association between ideology indicated in posts on X and agenda in tweets of Indian national political parties.

3.2 Research hypothesis:

Ha1: There is an association between the main political person in posts on X the and presence of bias in official posts of Indian national political parties.

Ha2: There is an association between the main political person in posts on X and presence of propaganda in official posts of Indian national political parties.

Ha3: There is an association between ideology indicated in posts on X and the presence of bias in posts of Indian national political parties.

Ha4: There is an association between ideology indicated in posts on X and the presence of propaganda in posts of Indian national political parties.

Ha5. There is an association between the ideology indicated in posts on X and the agenda in posts of Indian national political parties.

3.3 Theoretical framework:

The research is based on the theory of framing. Media framing theory is about how the news and other mass media "make" and spread facts and information to the public. The media puts more attention on certain events and then frames them in a certain way to prove or disprove different points of view.

3.4 Research design:

The approach of the present research is quantitative. We applied a cross-sectional research design to get data from the population. We did content analysis for analysing text into numbers for the research method concern. We developed a codebook based on priory coding.

3.5 Sample design:

For this study, the universe is all of the posts on X. The population for the study is made up of posts from or about Indian political parties recognized by the election commission of India. Part of the sampling frame or element for this study is the posts that are sent from the official X handle of Indian national parties. The study's sampling unit is the socio-political posts of Indian national political parties. We get posts from the official X accounts of India's national political parties. Because they are active on social media, the study only includes the Bhartiya Janata Party, the Indian National Congress, the All India Trinamool Congress, and the

Communist Party of India (CPI). We applied a method called "purposive sampling" to get the required samples from the population.

3.6 Timeframe of the study:

From May 2021 to July 2021, we collected posts from selected national political parties in India that had an official X (then known as Twitter) account.

3.7 Study variable:

The researchers got the primary data from posts on X and used nominal and ordinal scales to measure these variables. The researchers collected independent variables i.e. the political person in posts, ideology indicated in posts, bias, agenda, and propaganda in official X posts of Indian national political parties.

3.7 Research tool:

The researchers applied Statistical Product and Service Solutions (SPSS) to categories, tabulation, and data analysis. They also used MS Office 2016 for data representation.

4.0 Data analysis and interpretation:

Data analysis is an essential part of any research work. This part conducts a thorough theoretical and conceptual analysis of the data. The process of synthesizing obtained data and organizing it into a format that yields answers to the questions is referred to as analysis. It requires dissecting the data to find underlying facts. Data analysis for this study has been divided into two phases after data collection. The correlation between the two variables is examined in the first section using the cross-tabulation method. The chi-square test is used to analyse the hypothesis in the second section.

4.1 Relationship among the political person in the post on X and the presence of bias in official posts of Indian national political parties.

Main Political person in post	Bias in the posts of X			
	Not biased	Partially biased	Apparently (totally) biased	Total
Prime minister	60.0%	23.3%	16.7%	100.0%
Chief Ministers	52.9%	15.7%	31.4%	100.0%
Governor/Lt. Governor	100.0%	0.0%	0.0%	100.0%
Opposition leaders	42.8%	17.7%	39.5%	100.0%
Union and state cabinet	74.1%	8.2%	17.6%	100.0%
Other than Politician	74.1%	8.2%	17.6%	100.0%
Executive officials of the party	33.3%	38.1%	28.6%	100.0%

The post expresses a political notion or concern specifically. In these kinds of situations, it is normal for people to be affected by the news. Table 4.1 shows that 60% of posts related to the Prime Minister are not biased at all, but 39.5% of the posts of opposition leaders are completely biased, while only 16.7% of the posts of the Prime Minister are completely biased. At the same time, the party's executive leaders also exhibit a 38.1% partial tilt and 28.6% biased. Other than politicians, 17.6% of the union and state cabinets appear to be biased.

4.2 Relationship among main political person in post on X and presence of agenda in posts of Indian national political parties

Main political person in posts	Agenda in the posts of X			
	No agenda	Micro agenda (Positive)	Macro agenda (Negative)	Total
Prime minister	16.7%	66.7%	16.7%	100.0%
Chief Ministers	12.9%	58.6%	28.6%	100.0%
Governor/Lt. Governor	100.0%	0.0%	0.0%	100.0%
Opposition leaders	7.8%	75.7%	16.5%	100.0%
Union and state cabinet	7.7%	84.6%	7.7%	100.0%
Other than Politician	52.9%	35.3%	11.8%	100.0%
Executive officials of the party	19.0%	38.1%	42.9%	100.0%

Every political party and leader have a public agenda that demonstrates its legitimacy and support from the public. Table 4.2 demonstrates that the bulk of posts (84.6%) on the union and state cabinet on X favour the micro agenda. Whereas much of the macro agenda (42.9%) comprises tweets regarding party executive officials. The opposition leaders have 75.7% more positive agenda in posts than the Prime Minister and Chief Minister, who have around 67 and 59% of the micro-agenda, respectively. On the other hand, the macro agenda of the Chief Minister is around 12% larger than those of the Prime Minister and the opposition leaders, as seen in the table.

4.3 Relationship among main political person in posts on X and presence of propaganda in official posts of Indian national political parties.

Main political person in posts	Propaganda in the posts of X				
	No propaganda	White propaganda	Brown propaganda	Black propaganda	Total
Prime minister	62.2%	27.8%	0.0%	10.0%	100.0%
Chief Ministers	57.1%	22.9%	7.1%	12.9%	100.0%
Governor/Lt. Governor	100.0%	0.0%	0.0%	0.0%	100.0%
Opposition leaders	42.8%	44.4%	6.2%	6.6%	100.0%
Union and state cabinet	57.1%	40.7%	0.0%	2.2%	100.0%
Other than Politician	81.2%	9.4%	7.1%	2.4%	100.0%
Executive officials of the party	52.4%	23.8%	23.8%	0.0%	100.0%

People's beliefs and behaviours change because of propaganda. Political parties' post-based positive and negative marketing makes a lasting impression. Table 4.3 indicates that 62.2% of posts in which the Prime Minister is the main person have no propaganda. While 27.8% of posts have white propaganda and the remaining 10% of posts have black propaganda. 22.9% of posts related to the Chief Minister have white propaganda, and 12.9% of posts have black propaganda.

Table 4.4: Relationship among ideology in posts on X and presence of bias in posts of Indian national political parties.

Ideology indicates in post	Bias in the posts of X			
	Not biased	Partially biased	Apparently (totally) biased	Total
Right	11.1%	56.7%	32.2%	100.0%
No ideology	85.6%	6.1%	8.3%	100.0%
Left	18.2%	25.8%	56.1%	100.0%

Every political party leader and individual maintains their ideology regarding the ideas and politics that are permeating society. When it comes to political news on X, everyone is biased in favour of their own ideology whenever there is an ideological debate. Table 4.4 indicates that 56.1 tweets having left ideology are totally biased while another 32.2% of posts are partially biased. Only 11.1% of posts having left ideology are not biased. 56.7% of posts having right ideology are partially biased and 32.2% of posts are totally biased. Only 18.2% of posts are not biased. Maximum 85.6% of posts having no ideology are not biased.

Table 4.5: Relationship among ideology indicated in posts on X and agenda in posts of Indian national political parties.

Ideology indicates in posts	Agenda in posts of X			
	No agenda	Micro agenda (Positive)	Macro agenda (Negative)	Total
Right	7.8%	68.9%	23.3%	100.0%
No ideology	26.2%	63.6%	10.2%	100.0%
Left	5.6%	70.2%	24.2%	100.0%

X is a virtual platform that allows a citizen of a democratic nation to share his thoughts and methods of operation. This philosophy aims to unite as many people as possible behind that individual or party. Table 4.5 indicates that 70.2% of posts having left ideology have a positive agenda and another 24.2% of posts have a negative agenda. Only 7.8% have no agenda. 68.9% of posts having the right ideology have a micro or positive agenda while 24.2% of posts negative agenda. Another 63.6% of posts having no ideology have positive agenda.

4.6 Relationship among ideology indicated in posts on X and propaganda in posts of Indian national political posts.

Ideology indicated in posts	Presence of propaganda in posts				
	No propaganda	White propaganda	Brown propaganda	Black propaganda	Total
Right	23.3%	62.2%	3.3%	11.1%	100.0%
No ideology	83.7%	8.6%	5.1%	2.6%	100.0%
Left	25.3%	58.6%	6.1%	10.1%	100.0%

The interface on X is a good reflection of the nature and flow of Indian politics. Along with political ideology, it is very clear what the real goals of the propaganda being spread by different parties are in this case. Table 4.6 indicates that 62.2% of posts having the right ideology have white propaganda while only 11.1% of posts have black propaganda. While 58.6% of posts have left ideology white propaganda and another 10.1% of posts have black propaganda. A maximum 83.7% of posts having no ideology have no propaganda.

4.2 Data analysis (Second phase): By using Chi-square test

H₀₁: There is no association between the main political person in posts on X and the presence of bias in official posts of Indian national political parties.

Pearson Chi-Square	Value	DF	Asymp. Sig.
	61.938 ^a	12	.000

There is an association between the main political person in posts on X and the presence of bias in official posts of Indian national political parties because the p-value (0.000) is less than the significance value i.e. 0.05. Hence, the null hypothesis is being rejected.

H₀₂: There is no association between the main political person in posts on X and the presence of propaganda in official posts of Indian national political parties.

Pearson Chi-Square	Value	Df	Asymp. Sig
	85.484 ^a	18	.000

There is an association between the main political person in posts and the presence of propaganda in official posts of Indian national political parties because Pearson p-value (0.000) is less than the significance value i.e. 0.05. Hence, the null hypothesis is being rejected.

H₀₃: There is no association between the ideology indicated in posts on X and the presence of bias in posts of Indian national political parties.

Pearson Chi-Square	Value	Df	Asymp. Sig
	334.327 ^a	4	.000

There is an association between ideology indicated in posts and the presence of bias in posts of Indian national political parties because Pearson p-value (0.000) is less than the significance value i.e. 0.05. Hence, we reject the null hypothesis.

Ho4: There is no association between the ideology indicated in posts on X and the presence of propaganda in posts of Indian national political parties.

Pearson Chi-Square	Value	Df	Asymp. Sig.
	228.609 ^a	6	.000

There is an association between ideology indicated in posts on X and the presence of propaganda in posts of Indian national political parties because Pearson p-value (0.000) is less than the significance value i.e. 0.05. Hence, the null hypothesis is being rejected.

Ho5. There is no association between the ideology indicated in posts on X and the agenda in posts of Indian national political parties.

Pearson Chi-Square	Value	Df	Asymp. Sig.
	53.807 ^a	4	.000

There is an association between ideology indicated in posts on X and agenda in posts of Indian national political parties because Pearson p-value (0.000) is less than the significance value i.e. 0.05. Hence, the null hypothesis is being rejected.

5.0 Result:

Most of the posts on X having the Prime Minister as the main person in posts are either not biased or partially biased. About half of the total posts having opposition leaders as the main person are totally or partially biased. Most of the posts having the Prime Minister, Chief Ministers, opposition leaders and union or state cabinet as the main actors have positive agendas. Maximum posts having a Governor or non-political person as the main person have no agenda. Indian political party's posts in which the Prime Minister, Chief Minister, Union, and cabinet ministers are the main persons have no propaganda or white propaganda. It indicates that information is being spread in a big way. Posts having non-political people in posts do not have propaganda. Posts of Indian national political parties having the right ideology are partially biased while posts having the left ideology are more apparently biased. Ideology is also associated with agenda. Posts having left ideology have more positive and

negative agenda in comparison to posts having a right ideology. Ideology and propaganda go together very well. Political posts having a right ideology have more positive propaganda than posts having a left ideology.

There is an association between the main political person in posts and the presence of bias and propaganda in official posts of Indian national political parties. There is an association between the ideology indicated in posts and the presence of agenda, propaganda, and bias in posts of Indian national political parties.

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