ORIGINAL ARTICLE

THE IMPACT OF INFORMATION TECHNOLOGY IN POLITICAL PARTIES— HOW EFFECTIVE IS IN MOBILIZING VOTERS AND NEW WAYS TO IMPROVE THE VOTE SHARE FOR THE POLITICAL PARTIES AND CANDIDATES USING IT

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Chandra Sekhara Reddy
Konda

ABSTRACT

Information technology being the latest in the communication field is rapidly growing in the context of the media communication. Recently, IT has become a key component of political campaigns and has been cited to be so powerful in US,UK and Indian elections held in the recent past. The four types of contact direct online and offline, indirect online and offline constituted our main sources of communication.

Article Indexed in

Correspondence to **Chandra Sekhara Reddy Konda and Sowmya Bommu and G.V Naidu**

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REVIEW OF THE ARTICLE

The Impact Of Information Technology In Political Parties— How Effective Is In Mobilizing Voters And New Ways To Improve The Vote Share For The Political Parties And Candidates Using IT

Chandra Sekhara Reddy Konda and Sowmya Bommu and G.V Naidu

Title:
Title was too long, try to make it short and accurate focusing on main variables under study.

Abstract and Introduction:
The abstract was complete and essential details were presented. Information technology being the latest in the communication field is rapidly growing in the context of the media communication. Recently, IT has become a key component of political campaigns and has been cited to be so powerful in US,UK and Indian elections held in the recent past. Introduction was justifying. Significance of the area under study mentioned clearly in Introduction.

Reference to the Literature and Documentation:
The literature review was not sufficient for the study. The number of references were quite inappropriate.

Methodology:
Author has not mentioned any methodology separately. This was a conceptual paper.

Presentation of Results:
Results presented by author include, As per the recent conducted by Google survey after the elections social media has impacted around 30% seats that are almost 160 of 543 constituencies in 2014 Indian elections. Another report by IAMAI showed that Social media campaigns changed 3%–4% of votes in 24 Indian states where Internet usage is sizeable.

Scientific Conduct:
There are no instances of plagiarism. Ideas and materials of others are correctly attributed.

Relevance:
The study was relevant to the mission of the journal or its audience. The study was worth doing.

Points to improve:
1. Content of the paper was not sufficient.
2. objectives must be separately stated.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas			✓		
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

FUTURE RESEARCH SCOPE:

1. Parties under Pressure: Political Parties in India Since Independence.

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Authorized Signature

H. N. Jagtap
Editor-in-Chief

CERTIFICATE
OF EXCELLENCE IN REVIEWING

This is to certify our Editorial, Advisory and Review Board accepted research paper of Chandra Sekhara Reddy Konda and Sowmya Bommu and G.V Naidu Topic:- The Impact Of Information Technology In Political Campaigning— How Effective Is In Mobilizing Voters And New Ways To Improve The Vote Share For The Political Parties And Candidates Using It. College:- Research Scholar, SK University , Andhra Pradesh. The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of Aug. Year 2015.

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