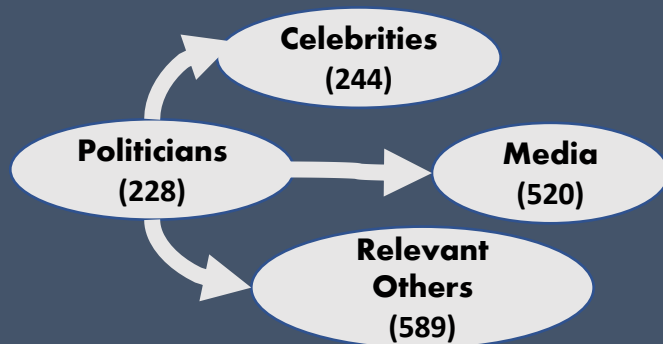


## METHODOLOGY

Analyzed the **non-politician** accounts that current Members of Parliament (MPs) of ruling **Bharatiya Janata Party (BJP)** follow:



**Engagement:** Retweets + Mentions

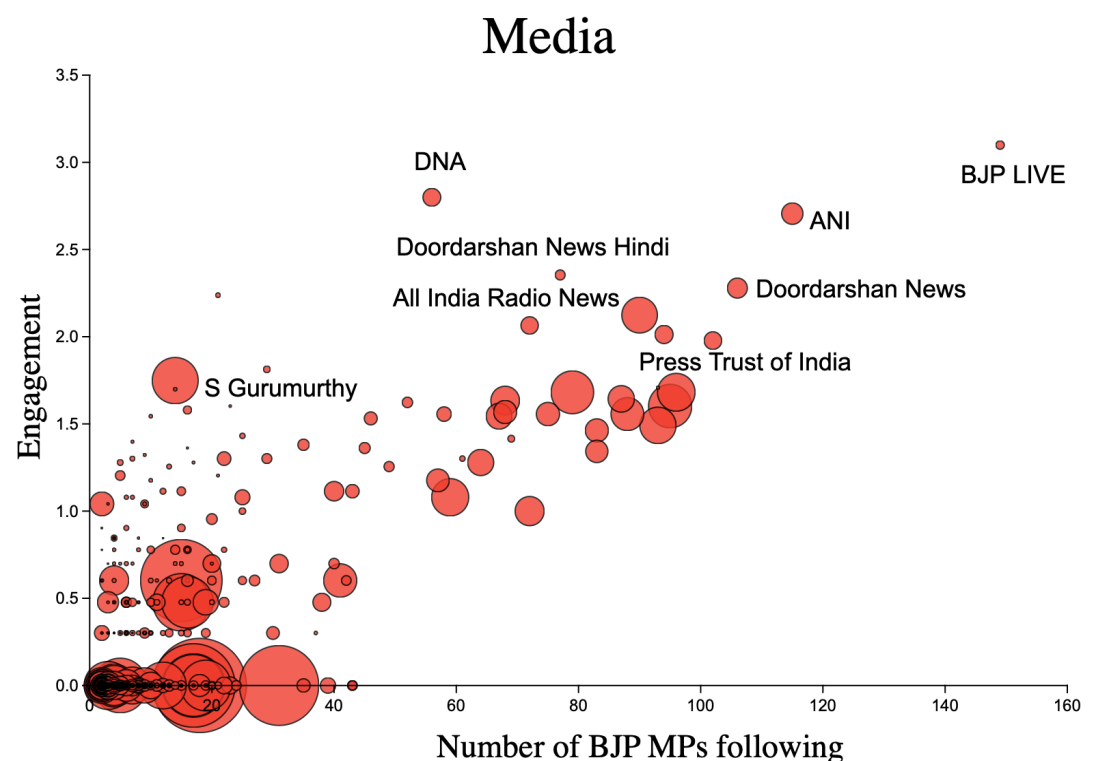
## RESULTS

- **Positive Correlation** between the number of BJP MPs following a non-politician account and the number of tweets engaging, **across categories**
  - **Celebrities:** 0.748
  - **Media:** 0.754
  - **Relevant Others:** 0.534
- Do Politicians in power **seek value** in following non-politician accounts?
  - **Celebrities:** diversification
  - **Media:** ideological propaganda
  - **Relevant Others:** cheap influencers?

## ROAD AHEAD

- Identify the non-politicians that **influence** political public opinion in Indian Twitter

# Political Twitter and citizen outreach in India: Do politicians use *non-politicians* to influence public opinion?



- The media accounts at the highest levels of engagement **share the same ideology** as the politicians who follow them.
- **Diversification** of celebrity engagement

The Appeal of Influencers to the Social Media Outreach of Indian Politicians