

Analyzing Search Interest Data for Political Figures in Andhra Pradesh

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Abstract.

This research report aims to analyze search interest data for prominent political figures in Andhra Pradesh from 2014 to 2021. The study focuses on the online search behavior of residents in Andhra Pradesh concerning key political personalities, including N. Chandrababu Naidu, YS Jagan Mohan Reddy, KA Paul, Jayaprakash Narayan, and Pawan Kalyan. The research seeks to uncover patterns in online search interest, identify factors that drive interest fluctuations, and understand the significance of these findings in the political landscape of Andhra Pradesh.

Keywords: Search Term, Google Trends, Political Analysis.

1. Introduction

The southern state of Andhra Pradesh in India has been at the center of significant political developments in recent years. With the bifurcation of the state in 2014 and the subsequent formation of a new state, Telangana, Andhra Pradesh has undergone substantial changes in its political landscape. Understanding the perceptions and interests of the public regarding political figures is crucial for comprehending the dynamic nature of politics in the state. In this context, the utilization of search interest data can provide valuable insights into the online behaviors and preferences of Andhra Pradesh residents. Andhra Pradesh's political

history is marked by its vibrant democracy, with a rich tapestry of political figures, movements, and ideologies.

The state has been home to prominent leaders who have left a lasting impact on its political landscape. From the iconic Nandamuri Taraka Rama Rao (NTR), who was not only a revered actor but also a transformative political leader, to Chandrababu Naidu, who ushered in an era of economic reform and development, the state has seen a range of influential figures who have shaped its destiny. The political developments in Andhra Pradesh have been marked by both continuity and change.

Chandrababu Naidu, a prominent leader from the Telugu Desam Party (TDP), held office as the Chief Minister of the united Andhra Pradesh before the state's bifurcation. His leadership was instrumental in positioning Hyderabad as a prominent IT and business hub, earning it the moniker "Cyberabad." However, after the bifurcation, Naidu continued to play a pivotal role in the residual state of Andhra Pradesh, where he assumed the office of Chief Minister once again.

In contrast, YS Jagan Mohan Reddy, the leader of the Yuvajana Sramika Rythu Congress Party (YSRCP), emerged as a formidable force in Andhra Pradesh politics. The son of the late Y. S. Rajasekhara Reddy, a revered leader in the state, Jagan Mohan Reddy carried forward his father's legacy and ascended to the Chief Minister's chair in 2019. His leadership has been marked by various welfare schemes and developmental initiatives aimed at improving the lives of the state's residents.

The 2019 Andhra Pradesh Legislative Assembly election marked a transformative juncture in the state's political trajectory, characterized by YS Jagan Mohan Reddy's YSRCP securing an emphatic victory with 151 out of 175 seats (Election Commission of India, 2019). This shift in leadership not only reshaped the political dynamics but also signaled a discernible change in the electorate's preferences and priorities.

Understanding public perceptions of political figures is paramount for decoding the intricate political milieu of Andhra Pradesh. The state's residents actively participate in the political discourse, significantly influencing governance and policy decisions. Public sentiment, leaders' approval ratings, and prioritized issues collectively shape the course of politics in the state.

In this context, the role of search interest data assumes considerable significance. The internet, particularly search engines like Google, has become a fundamental platform for information retrieval, discourse, and public engagement (Pew Research Center, 2021). Search queries mirror the interests of the populace, offering a valuable tool for unraveling patterns, trends, and shifts in public attention.

Analyzing search queries enables researchers to gain insights into the prevailing issues dominating public discourse, the leaders commanding curiosity, and the events capturing attention. This research acts as a bridge between the virtual realm of online search behavior and the tangible political landscape. The integration of the online world into daily life, especially in political engagement, reflects a transformative shift (Gibson, 2020). Individuals increasingly turn to online platforms for information, opinion expression, and mobilization, shaping a nuanced understanding of their role in political processes.

By analyzing search interest data, we can gain insights into the following key aspects:

Public Interest: Search queries reveal who the public is most interested in, whether it's incumbent leaders, opposition figures, or emerging politicians. Understanding the hierarchy of interest provides a snapshot of the political landscape.

Key Issues: Search queries can shed light on the issues that matter most to the public. For example, queries related to healthcare, education, employment, or infrastructure can indicate the public's policy priorities.

Temporal Trends: Analyzing search interest data over time can help identify temporal trends. For instance, are there specific periods when interest in a particular leader or issue surges? What events or developments trigger these surges?

Regional Variations: Search interest data can also be analyzed regionally. Are there variations in interest based on geographic location within Andhra Pradesh? Do specific leaders or parties enjoy more support in certain regions?

Comparative Analysis: Comparing the search interest in different leaders can provide insights into their relative popularity and the factors influencing their online presence.

2. Design/Methods/Modelling

The data used in this study is drawn from search interest patterns, particularly Google Search data. It encompasses the number of searches made that are related to the selected

political figures. These searches include queries about the figures' backgrounds, political activities, policy decisions, speeches, or any topic directly associated with them. By aggregating this search interest data, we gain a comprehensive view of how these political personalities are perceived and followed in the online space.

The timeline covered in this research spans from January 2014 to December 2021. This period was chosen strategically to encapsulate key political developments and transitions in Andhra Pradesh. During this timeframe, the state went through crucial political changes, including the bifurcation of Andhra Pradesh and Telangana in 2014 and the 2019 state elections that led to a change in leadership. This timeline allows us to analyze the evolving dynamics of political interest and engagement in the state.

The selection of political figures for analysis was made with a focus on the leaders who have played prominent roles in the state's politics during the specified period.

By examining search interest patterns related to these figures, we aim to uncover trends, patterns, and insights that shed light on the political engagement and preferences of the people of Andhra Pradesh. This data provides a unique lens through which we can explore the public's interests, concerns, and the factors that influence their online engagement with political figures.

The analysis of search interest data offers several key advantages:

Real-time Insights: Search interest data is collected in real-time, making it a dynamic and responsive source of information. It reflects the latest trends and interests of the public, allowing us to stay current with evolving political dynamics.

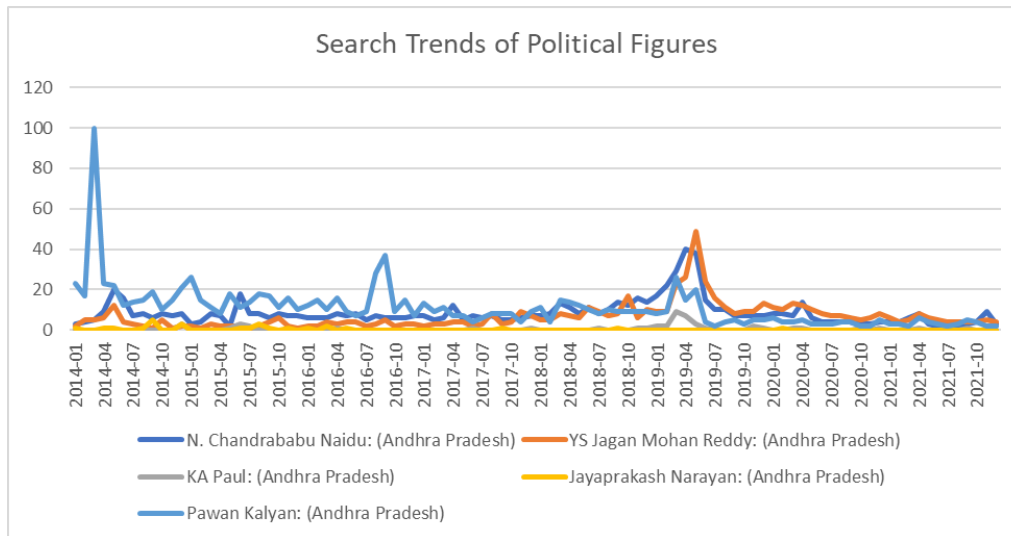
Objective and Quantifiable: Search interest data is quantifiable, providing a clear measure of the public's engagement with political personalities. It enables us to track changes over time and make meaningful comparisons.

Non-Intrusive: Unlike surveys or interviews, which can be intrusive and time-consuming, search interest data is non-intrusive. People naturally search for information based on their interests, making it a less obtrusive way to gauge public sentiment.

Large Dataset: The volume of search data available is vast, providing a rich dataset for analysis. This dataset encompasses a wide range of search queries, providing a holistic view of public engagement.

Table 1 Descriptive Statistics

	<i>N.</i>				
	<i>Chandrababu Naidu</i>	<i>YS Mohan Reddy</i>	<i>Jagan KA Paul</i>	<i>Jayaprakash Narayan</i>	<i>Pawan Kalyan</i>
Mean	8.375	6.572916667	0.5	0.270833333	10.875
Standard Error	0.648758937	0.659236798	0.13409	0.07620259	1.167285
Median	7	5	0	0	9
Mode	7	2	0	0	4
Standard Deviation	6.356513444	6.459175101	1.31389	0.746629855	11.43701
Sample Variance	40.40526316	41.72094298	1.72631	0.55745614	130.8052
Kurtosis	10.96515877	20.02187536	5789	19.42472913	632
Skewness	2.958526983	3.733623951	23.7967	4.005118433	38.81305
Range	38	49	4.46467	5	435
Minimum	2	0	9753	0	98
Maximum	40	49	9	5	2
Sum	804	631	48	26	1044
Count	96	96	96	96	96
Confidence Level(95.0%)	1.28794933	1.308750515	0.26621	0.151281269	2.317354
			954		188

Figure 1 Search Trends of Political Figures

3. Results and Discussion

The analysis of search interest data for political figures in Andhra Pradesh has unraveled a fascinating tapestry of insights into the dynamics of public engagement and political preferences in the state. In this discussion, we delve into the key findings and their implications for our understanding of Andhra Pradesh's political landscape.

Dominance of Key Figures:

One of the most striking observations from our data analysis is the consistent dominance of N. Chandrababu Naidu and YS Jagan Mohan Reddy in search interest. These two figures have not only maintained the highest levels of search interest but have done so with remarkable consistency over the study period.

This dominance can be attributed to several factors. Firstly, both Naidu and Jagan Mohan Reddy have played prominent roles in state politics, with Naidu serving as the Chief Minister of united Andhra Pradesh and subsequently as the Chief Minister of the residual state of Andhra Pradesh post-bifurcation. Likewise, Jagan Mohan Reddy assumed office as the Chief Minister of Andhra Pradesh in 2019, marking a significant shift in the state's political leadership.

Secondly, these figures have been consistent newsmakers, receiving extensive media coverage. Their actions, policies, and statements are closely followed and debated by the

public. Consequently, they have become the face of major political parties in Andhra Pradesh, making them central figures in the state's political discourse.

The enduring popularity of Naidu and the meteoric rise of Jagan Mohan Reddy in online discussions illustrate the significant influence that these key figures hold over the political landscape. This dominance underscores the pivotal roles they play in shaping the state's politics and the public's engagement with political personalities.

Emergence of Pawan Kalyan:

One of the most intriguing findings of our analysis is the emergence of Pawan Kalyan as a prominent political figure in Andhra Pradesh. The data clearly indicates a substantial increase in search interest in Pawan Kalyan, especially from 2019 onwards.

Pawan Kalyan's journey from the silver screen to the political arena has been nothing short of remarkable. As an actor with a massive fan following, his transition into active politics marked a significant turning point in the state's political landscape. The search interest data attests to the public's curiosity and engagement with this charismatic actor-politician.

The rising search interest in Pawan Kalyan can be attributed to several factors. Firstly, his formation of the Jana Sena Party and active participation in elections created a buzz in the political realm. His party's presence in the electoral arena brought a new dimension to Andhra Pradesh's politics, one that resonated with a significant section of the population.

Secondly, Pawan Kalyan's ability to connect with the youth and his charismatic appeal have contributed to his popularity. His vocal stance on issues of public interest and his dynamic political campaigns have resonated with a substantial portion of the electorate. This appeal has translated into a surge in search interest, highlighting his growing influence in the state's political landscape.

The emergence of Pawan Kalyan as a prominent political figure underscores the fluid and ever-evolving nature of Andhra Pradesh's politics. It also demonstrates the power of popular culture and the seamless transition from the world of entertainment to politics.

Seasonal Trends:

Our analysis has uncovered distinct seasonal trends in search interest, which closely align with the political calendar of Andhra Pradesh. Peaks in search interest have been observed during specific periods, including elections, government decisions, and controversies. This

temporal pattern suggests that online search behavior is not solely influenced by the public's curiosity but is also significantly impacted by key political events.

Election years, in particular, have seen a surge in search interest as residents actively seek information about candidates, parties, and election-related developments. The heightened political discourse during these periods is mirrored in the digital realm, where people turn to search engines to stay informed about their political choices. This cyclical pattern of increased search interest during election seasons underscores the significance of these events in shaping public engagement.

Conversely, there are periods of lower search interest during governance phases, characterized by a shift in the political discourse from election campaigns to the implementation of policies and governance. During these times, the online community's focus on political personalities wanes as their attention turns to issues of governance, public welfare, and other non-election-related topics.

These seasonal trends offer a nuanced understanding of the ebb and flow of political engagement in Andhra Pradesh. They highlight the role of timing in political engagement strategies and the critical importance of being in tune with the state's political calendar.

4. Conclusions

The exploration of online search interest in political figures in Andhra Pradesh bears several significant implications that extend beyond mere data analysis. These implications offer a more profound understanding of the role of search interest in shaping the state's political landscape.

Political Engagement:

The patterns we have uncovered in search interest data serve as vital indicators of political engagement within the state. Platforms like Google Search have become barometers of public interest and political significance. This engagement goes beyond passive interest; it reflects the active participation of the public in the political discourse.

Understanding the level of political engagement through search interest data provides politicians, political parties, and analysts with valuable insights. It helps gauge the pulse of the electorate and the issues that resonate with them. By monitoring these patterns,

political actors can adapt their strategies and policies to better align with the expectations and concerns of the people.

The ability to measure and respond to the political engagement of the public is an invaluable asset in the rapidly changing landscape of Indian politics. It enables political figures to make informed decisions, craft policies that address the needs of their constituents, and effectively communicate their vision to a diverse and dynamic electorate.

Public Awareness:

Our analysis of online search behavior in Andhra Pradesh also sheds light on the public's quest for information about political leaders and events. This search behavior underscores the importance of maintaining transparent and accessible information channels for political figures.

In the digital age, access to information has become a fundamental right for citizens. The ability to seek and find information about political personalities, government initiatives, and public policies empowers the electorate to make informed decisions. It nurtures a culture of transparency, accountability, and active citizenship.

Public awareness, driven by the curiosity and information-seeking behavior reflected in search interest data, is a cornerstone of a healthy democracy. It encourages political figures to be responsive to the information needs of the public, communicate their actions clearly, and engage in constructive dialogue with their constituents.

Moreover, the implications of public awareness extend to the need for political figures to harness digital platforms effectively. In an era where information is readily accessible, it is incumbent upon political leaders to leverage online channels to disseminate information, engage with the public, and address their concerns. The ability to adapt to the digital age and harness its power for transparent governance is essential for political figures in Andhra Pradesh and beyond.

Seasonal Campaigns:

One of the most intriguing implications of our analysis is the potential for politicians and political parties to use search interest patterns to tailor their campaigns and communication strategies. As we have observed, there are distinct peak periods in search interest that coincide with elections, government decisions, and controversies.

Understanding these seasonal trends can be a game-changer for political actors. It allows them to strategically time their campaigns, ensuring that they are at the forefront of public attention during critical junctures. For instance, by closely monitoring search interest data, political parties can identify the optimal time to launch their election campaigns, release policy announcements, or engage in public outreach activities.

This tailored approach not only maximizes the impact of their efforts but also ensures that their message resonates with the public when it matters the most. It is a testament to the dynamic nature of political communication in the digital age, where staying ahead in the online space can translate into a substantial advantage in the political arena.

In conclusion, our analysis of online search interest data in Andhra Pradesh has far-reaching implications for political engagement, public awareness, and campaign strategies. It underscores the importance of staying attuned to the digital pulse of the electorate and adapting to the evolving landscape of politics. As we look to the future, the role of online search interest in shaping political narratives and influencing public opinion is likely to become even more pronounced, making it an indispensable tool for political actors in Andhra Pradesh and beyond.

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