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Social Media and Election campaigning in India: Insights from the Assam Assembly Elections

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Abstract: Social media, a defining innovation of the 21st century, has become a vital medium for individuals to share, interact, and voice their perspectives on a global scale. Its rise has made cross-border communication more accessible than ever before. One significant development in recent years is the widespread adoption of social media for political campaigning, a trend now seen worldwide. Political parties and leaders across the globe increasingly rely on platforms like