

# Hashtags to Action: The Impact of Social Media Sentiment Analysis with the Content of Social Movements among the Youngsters in India

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## Abstract

*Social media is there for mobilizing and amplifying social movements, especially among the youngsters in India. This study exhibits interrelation between social media sentiments and effectiveness of youth driven activism. This study shows how sentiment analysis of social media content specifically hashtags, it reveals the attitudes, reactions and motivations of youngsters in India with the content of social movements. This topic highlights how viral hashtags triggering young people in India to participate in social movements actively in both online and offline mode. This study plays a role of social media platforms by creating awareness and encouraging social and political actions and this study contains the secondary data from various articles, etc. Through sentiment analysis of social media, this study seeks to offering into the effectiveness of social media as a platform for a societal change and by offering future movements in leveraging social media platforms to amplify the voice of youth in India. This research will help to understand deeply about how social media can transform virtual engagement into actionable outcomes regarding social movements in India.*

**Keywords:** Social Media, Social Movements, Youngsters, Sentiment Analysis

## Introduction

Social Media is an electronic or internet based communication through which the people can create the communities, for sharing the information, ideas, personal messages, etc. Digital platforms are majorly shaping the way to the youngsters in India engaging with social movements. With often utilisation of phones with network connection, the younger generation are deeply involved in using digital platforms like Instagram, Twitter, etc, to participate, organize and amplify in the social movements revolving in India. Social media impacts social movements among the youth in India by empowering young activists, raising awareness on social issues, challenging traditional power structures i.e., social media allowed them to challenge authority figures like expose corruption, demand accountability from politicians, caste

discrimination, etc., creating digital movements, global solidarity and intersectionality (Issue of race, injustice, gender inequality), Real Time impact and accountability, Youth Led Campaigns for Social Change, Building Digital Communities (Mental health, Gender equality, Environmental Protection). Through this, we had come to know how Sentiment Analysis can be used to understand Social Movements from Hashtags to Actions among Youngsters in India.

## **Sentiment Analysis**

Analysis of sentiment is the use of data analytics to identify and point out the information from social media. This is to determine the emotional tone (Positive, Negative or Neutral) behind the posts, comments, tweets, reviews and hashtags.

## **Sentiment Analysis in Social Media**

The sentimental analysis in social media helps to know about the opinion of public, track the emotions and also to predict the trends based on the content shared by the users of social media platforms. There are two methods in sentiment analysis in social media, they are,

- Lexicon Based Sentiment Analysis
- Machine Learning Based Sentiment Analysis

In social media they are Machine Learning Based for analysing the sentiments because there is many informal languages, context and ambiguity (for example: “Wow, This is amazing”, this word could be sarcastic but it look as a positive tone in Lexicon Based. To avoid this confusion Machine Learning Based sentiment analysis are better at handling these tricky words), Massive and Diverse data, Domain Specific Adaptation (Political discussions, brand related posts, some social movements or some entertainment commentary).

## **Importance of youth Engagements in Social Media Apps with the Content of Social Movements in India**

With the increasing penetration of the internet and smartphones, youngsters are engaging themselves in social media platforms, especially in content creating and activists. In India, youth involvement in social media became a powerful force in driving social movements. Here are some of the points are pointed for the engagement of youngsters in social media with the content of social movements, they are,

**Building Awareness:** Youngsters are the key driven source to build and spread the awareness about social issues through digital platforms like Instagram, Twitter, YouTube, Facebook, etc. Awareness regarding gender equality, environmental justice, caste discrimination, education, poverty are brought to light through the efforts of youngsters in social media platforms.

**Creation of Communities in Digital:** Youngsters can connect, collaborate and exchange ideas about social issues through the digital communities in Social Media. This is there to create youngsters to involve in conversations, resources sharing, etc for the social justice in India.

**Challenging the Status Quo:** Youth engagement in social media allows them to challenge the existing power structures and question the status quo. For example, the movements like Citizenship Amendment Act (CAA) & National Register Citizens (NRC) in India, where youth played a role to showcase how social media used to resist government policies and demand accountability from the authorities.

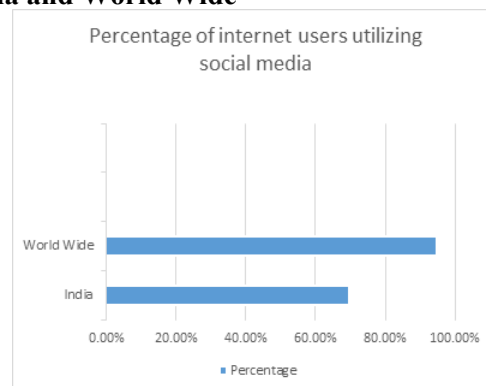
**Influence on Social and Political change:** Social media is a best platform for the youngsters to shape the public opinion and influence in social and political changes. They used this social media platform for election campaigns, policy debates and discussions on social justice.

Improving Literacy regarding social movements in India: Social media helps the youngsters to build their knowledge and skills regarding the social movements in relation to democracy, freedom of speech and human rights and to actively participate in shaping public opinion.

Real Time Response: Youth are able to respond in real time to ongoing social crisis and events like political unrest, spreading the misinformation, etc. This also increases regarding the mental health of the youth.

### Statistical Information Related to Social Media Platforms

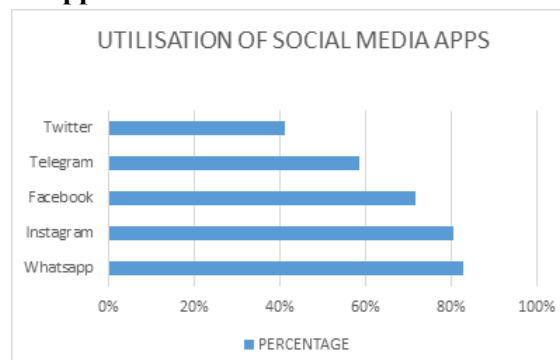
#### Social Media users in India and World Wide



#### Date Collected: Secondary Data

- 94.8% of users of internet are accessing social media platforms in world wide.
- 69.5% of users of Internet are accessing social media platforms in India.
- Social Media in India increased by 5.23% from 2024 to early 2025.

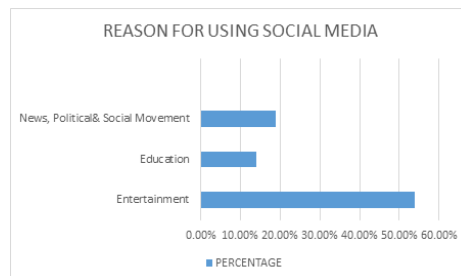
#### Utilisation of social media apps



#### Time spent on social media by Indian Youth:

- 60.66% of the youngsters are using social media apps, especially the most of them were spending the time in social media at evening
- The youngsters in India were spending three hours daily in social media platforms i.e., the age categories are between 16-24 years, were spending minimum 2.32hrs and at the maximum 2.59hrs and the age between 24-34 years, were spending minimum 2.31hrs and at the maximum 2.48hrs daily.

## Reason for Using Social Media



### Data Collected: Secondary Data

#### Hashtags

It is a word or phrase that is preceded by #symbol and it is used to find content related to a particular issue or cause by the users of social media platforms. Hashtag activism is there to promote social movements and to participate actively in digital and physical platforms and this had a big impact among the youngsters in India. Usage of hashtag was first proposed by the social media platform called Twitter in the mid year 2007 by San Francisco based technologist named Christ Messina, posted both on Twitter and his personal blog, entitled “Groups for Twitter, or a Proposal for Twitter Tag Channels”. Twitter proposed hashtag to co-ordinate the online conversation. Since then the symbol “#” has been used by several social media platforms for the reason to plan and co-ordinate social awareness campaigns, initiate protests and marches, sharing stories and all to bring social changes.

#### Popular Social Movements Hashtags Turned into Actions

**MeeToo:** It began in 2006, for spreading awareness about the prevalence of sexual harassment and assault, especially in workplace. This hashtag popularised in the year 2017, most of the women started using it on social media to share their personal experiences of sexual harassment and abuse.

**HeForShe:** It launched in 2014, this encourages the male to take part in the active role for gender equality and to support women’s rights. This is not only for women’s issue, gender equality but also for human rights issue that needs active involvement of both male and female.

**TimesUp:** It emerged in 2018, for the reason of response to the ongoing issues of sexual harassment and inequality. This leads to the creation of TimesUp Legal Defence Fund, which provides resources to the survivors of sexual harassment.

**Coronavirus/#COVID19:** It spreads during the global pandemic situation caused by coronavirus in 2019. This popular to spread awareness, information, importance of wearing masks, social distancing and vaccinations.

**SaveFarmers:** It was emerged in late 2020 by the farmers, especially from the state of Uttar Pradesh, Punjab, Haryana for the protest against new agricultural laws by the Indian government.

**WhistlePodu:** It is popularised at the time of Indian Premier League (IPL) to express their support for the team named Chennai Super Kings (CSK) to celebrate the victories, encourage and to create the sense of unity and pride.

**Jallikattu:** It emerged in 2017, at the time large protest happened in TamilNadu. for the support of the sport, demanding the legal right to continue holding it. This at the result, the state government was forced to reconsider the ban, and the order implemented to continue the traditional event called Jallikattu.

### **Tools For Analysing the Sentiment Analysis in Social Media**

- Brand 24
- Hootsuite Insights
- Talkwalker
- SproutSocial
- Social Mention
- Sentiment 140
- Lexalytics
- Monkeylearn
- Buzzsuma
- KeyHole

### **Steps to leverage these tools for Sentiment Analysis for Social Movements in Social Media:**

- Identify key hashtags
- Track the social media platforms
- Measure Engagement
- Analyse Sentiment
- Understand Emotions
- Identify the trends

### **Role of Government in Regulating Social Media Activism**

- Government regulates the Online Content Regulations specifically to tackle the fake news, misinformation, particularly at the time of social movements and protests.
- Government enforced laws under Indian Penal Code (IPC) to control hate speech and inflammatory content. For this Information Technology Rules, 2021, amended for the reason, of the content posted in digital platforms by the user means they should be accountable for what they post.
- Government interested in regulating social media about national security and public order like privacy, surveillance of online activities.
- Government recognizes the social media importance in allowing citizens to express their views, in some cases, it has shut down their expresses on some social movement i.e., it leads to threat to public order which is to support for civil liberties.
- Government keen on regulating the social media apps whether the apps for running in a safe manner or not.
- Government encourages youth activism in the way of education, social and national development. But when social movements challenge the status quo or radical political issue, the government may take a legal actions according to their accused commitment.

### **Conclusion**

This study clearly shows that the social media platforms was keen in shaping and driving youth-led activism in India. Through this, we come to know that hashtags are not only there to raise awareness but also in some instances of social movements, it turned into remarkable actions in India. Throughout the study, Social Media Sentiment Analysis, highlights the emotions among the youngsters in India by the way of both positive and negative participation in social movements.