Election Campaigner Through Android Application

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Abstract

The internet is now a core element of modern political campaigns. Communication technologies such as e-mail, web sites, and podcasts for various forms of activism to enable faster communications by citizen movements and deliver a message to a large audience. Election Campaigner is an survey for collecting the information from voters about the candidate works for developing that particular area, from that survey the voters can easily identify the best candidate in that zone for the election. An Election Campaigner is an organized effort which seeks to influence the decision making process within a specific group candidates. The message of the campaign contains the idea that the candidate wants to share with the voters and also the voters also takes decision to identify best candidate in her area. Most Campaign prefers to keep the message broad in order to attract most potential voters. If the message is crafted carefully, it will assure the candidate a victory at the polls. The campaign's application reduce social website, utilized a low cost and efficient method of mobilizing voters and increasing participation among various voter populations. This new media was incredibly successful at reaching the younger populations organize and promote action.
1. Introduction

Signifying the importance of mobile application political campaigning, presidential campaign relied heavily on social media, and new media channels to engage voters, recruit campaign volunteers, and raise campaign funds. The campaign brought the spotlight on the importance of using internet in new-age political campaigning by utilizing various forms of social media and new media to reach new target populations. These Internet technologies are used for cause-related fundraising, lobbying, volunteering, and community building, and organizing. Individual political candidates are also using the internet to promote their election campaign. Facebook was the primary platform for marketing and Twitter was used for more continuous dialogue.

Android is a software stack for mobile devices that includes an operating system, middle-ware and key applications. The Android SDK provides the means and APIs necessary to begin developing applications on the Android platform using the Java programming language. As an operating system for mobile devices and embedded systems, Google’s Android—an open source framework—is subject to attacks. These attacks impact users of these sophisticated systems adversely and steal their private information and in some cases damage them. These threats to mentioned sophisticated systems are growing day by day as market for smart-phones is subject to grow over the time. It is estimated that smart-phone viruses can update themselves in less time than time taken by viruses to evolve for traditional computer systems. Thus, the challenge in ensuring smart-phone security is becoming similar to that confronting the traditional computer systems. So far, limited numbers of users of smart-phones has limited the scale and impact of attacks on smart-phones. But it will increase in years to come. Thus, hackers can gain access to the operating system code. Again, to represent data in an Android application method employed is very simple and is subject to attacks. But data is separated from its representation to users then even if representation get manipulated than data at server can be safe.

2. Election Campaign Overview

The campaign is the period when the political parties put forward their candidates and arguments with which they hope to persuade people to vote for their candidates and parties. Candidates are given a week to put forward their nominations. These are scrutinised by the Returning Officers and if not found to be in order can be rejected after a summary hearing. Validly nominated candidates can withdraw within two days after nominations have been scrutinised. The official campaign lasts at least two weeks from the drawing up of the list of nominated candidates, and officially ends 48 hours before polling closes.

During the election campaign the political parties and contesting candidates are expected to abide by a Model Code of Conduct evolved by the Election Commission on the basis of a consensus among political parties. The model Code lays down broad guidelines as to how the political parties and candidates should conduct themselves during the election campaign. It is intended to maintain the election campaign on healthy lines, avoid clashes and conflicts between political parties or their supporters and to ensure peace and order during the campaign period and thereafter, until the results are declared. The model code also prescribes guidelines for the ruling party either at the Centre or in the State to ensure that a level field in maintained and that no cause is given for any complaint that the ruling party has used its official position for the purposes of its election campaign.

Once an election has been called, parties issue manifestos detailing the programmes they wish to implement if elected to government, the strengths of their leaders, and the failures of opposing parties and their leaders. Slogans are used to popularise and identify parties and issues, and
pamphlets and posters distributed to the electorate. Rallies and meetings where the candidates try to persuade, cajole and enthuse supporters, and denigrate opponents, are held throughout the constituencies. Personal appeals and promises of reform are made, with candidates travelling the length and breadth of the constituency to try to influence as many potential supporters as possible. Party symbols abound, printed on posters and placards.

3. Proposed System

Election candidate 2014 Application is meant to be used by candidates to update information about voter’s booth wise so as to enhance rapport and communication with citizens in their constituency purview. Candidates will be able to collect voter details with GPS location so that they can reach them and collect voter data more meaningfully deal app for campaign managers, booth managers, contestants etc. when u are on a campaign trail and its closing time u want to meet all the key people in every village this can done using continuous updating of the GPS map network so u know exactly where your supporters are and where are the voters who may deflect depending on your meeting them campaign trails are hot and tiresome hence need to use technology to speed up the process also poll management solution to give option for marking your voters or supporters as 0 star 1 star upto 5 stars. This way you can get reports for 5 star supporters and 0 star supporters on a GPS mapping integrated platform. The candidate or contestant can then decide appropriate strategy for each category of supporters in order to garner votes Candidate can also see Voters data collected date wise day wise ,last 10/100 entries ,star wise and a summary report star wise.

4. System Requirements

A. Hardware Requirements

- Processor: Pentium 4
- RAM: 256 MB
- Space on disk: Minimum 250MB

B. Software Requirements

- Operating system: Windows XP/7/8/LINUX
- Platform : Android SDK Framework
- IDE : Eclipse (Juno)
- Android : SDK Version 2.2 or Higher
- Database : MySQL
- Technologies : Java, Xml
- Front End : Android Java
- Back End : MySql

5. Features

- Efficient Communication Between Candidate and Voter can Easily Access his/her area as well as other candidate information
- Candidate easily promote their action on their area Reach every Voter by using application
- Access anywhere and any place on mobile
- Candidate Manage her volunteers and Schedule efficiently
- Party Easily verify the candidate
- Voter gives Comment on Candidate work
- Give Rating on overall candidate performance
- Both Manages their profile efficiently
- Party Assign work to Candidate
- Voter to voter Communication also possible
- Voter also post Images, Videos, Comments on Candidate Profile
- Support Share option using Facebook and twitter
- Compare Candidates on Consistency Basis or the Independent Basis
- manage Timeline on time basis
- secure from the individual information access
- Voter Follows or unfollows the Candidate
- Voter get notification of every update from candidate
- Voter can easily became an volunteer as well as Candidate
- Easily download media and manages that media
- Party Uses Compare Options for Choosing leader for future
- Candidate easily promote their vision, goals and plans using that posts
- Candidate easily access information or campaigning his party on one day before election
- Time Saving for Campaigning more in less time
- Candidates Easily plan Campaigning with volunteers
- Reduces Campaigning money, posters, time, and schedule.

6. System Architecture

The Figure 1 shows the system architecture of the Application which is partitioned into three panels on the basis of its users as follows:

- **Admin Panel:**
  This panel will be specifically used by members of election commission to administer all the electoral processes including registrations of candidates & voters; and monitor all other actions carried out by them.

- **Candidate Panel:**
  This panel will be specifically used by electoral candidates to interact with the Party Authority & voters which will help them to work efficiently not only before the election but also after the election if elected.

- **Voter Panel:**
  This panel will be specifically used by each individual voter who is eligible for casting his vote i.e. a person ageing 18 years or the above. These are the main users, for whom the application is developed.

As shown in Fig.1 all these three panels will be connected with the database server via internet connection and they will be in communication with each other through the server only. A brief description of these three panels with all the working screen shots is as
follows:

![System Architecture](image)

**Figure 1: System Architecture**

**Admin Panel**
It is designed for members of election commission to administer all the electoral processes including monitoring on each and every action of candidates and voters. To use this panel, the members of the Election Commission will have an android device with this application installed in it. The device will be connected to the database server using an internet connection from where the actual data will be accessed and stored. Each member will have his own unique user-id & password according to his authorization. The Admin panel consists of a login screen. After entering login-id & password a new screen called Home screen will appear which will consist of several buttons to perform the following task:

1) **Registration of Candidate:**
   As the members of election commission can register the electoral Candidates by verifying their Identification and Educational Documents as well as their social involvement. As soon as the candidate is registered, an auto-generated Login-Id and Password will be sent to the candidate on his mobile number and on his E-mail id as well.

2) **Registration of Voter:**
   As the members of Election Commission can register the Voters by verifying their Identification. As soon as the voter is registered, an auto generated Login-Id & Password will be sent to him on his mobile number and on his E-mail id.

3) **View details:**
   The administrator (members of Election Commission) can view details of both Candidate and Voter. The Election Commission has all the rights reserved with it to register, cancel or view the candidature at any time.

7. **Technologies Used**

**A. Android**

Android is a Linux-based operating system for mobile devices such as Smartphone’s and tablet computers. It is developed by the Open Handset Alliance led by Google. As Linux is open source the Android is also became open source and a new project called the Android Open Source Project (AOSP) is tasked with the maintenance and development of Android. According to the project "The goal of the Android Open Source Project is to create a successful real-world product that improves the mobile experience for end users". AOSP also maintains the Android Compatibility Program,
defining an "Android compatible" device "as one that can run any application written by third-party developers using the Android SDK and NDK", to prevent incompatible Android implementations.

8. Drawbacks

- Not every user has android mobile.
- Misuse of the information.
- Candidate easily done fraud.
- Candidate hides illegal information.
- Candidate verification done only one level.
- Language barrier to uneducated persons.

9. Conclusion & Future Scope

The application discussed above is a humble effort to bring more effectiveness to the whole system of Election. Yet there is a scope for modification and upgradation in the future. The entire database of citizens from AADHAR database can be integrated in this system increasing security in identification through iris and thumb scans. This app is an option for better interaction between Candidate and the voter. Also voter are notified about each and every move of candidate. The efforts of documentation will be reduced.

10. Acknowledgment

- We would like to express our heartfelt gratitude to Dr. R. Jahagirdar, Principal, Pravara Rural engineering College, Loni, for providing me an opportunity to do my paper with excellent facilities and infrastructure, without which this paper would not have been successful.
- I extend my sincere thanks to Mr. Suryawanshi G R, Professor and Head of the Department of Information Technology, Pravara Rural engineering College, Loni, for his unfailing support throughout this project.

11. References