



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

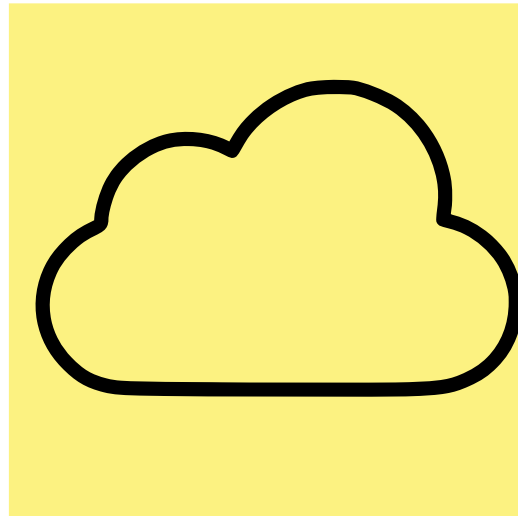
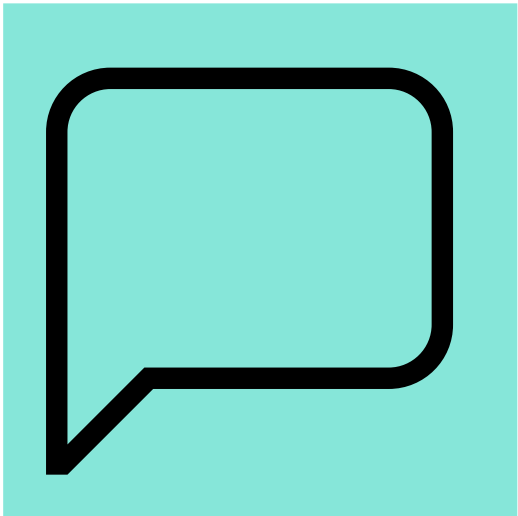
Candidates often highlight their achievements and promises during election campaigns. They speak passionately about their vision for the constituency and the nation as a whole

Candidates may also criticize opponents, addressing their shortcomings or differing viewpoints, to sway public opinion in their favor

Candidates are likely concerned about the public perception of their campaign strategies and how well they are connecting with voters.

They are constantly assessing their chances of winning based on polling data and feedback from campaign managers

In debates and public rallies, candidates frequently express their commitment to various social and economic issues, aiming to resonate with the voters.

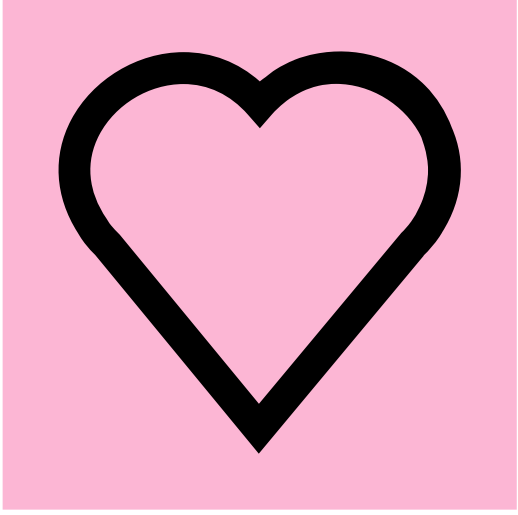
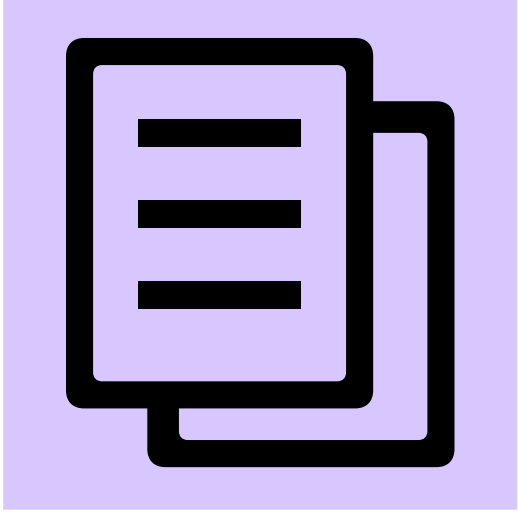


Candidates may strategize on how to counter negative narratives or scandals that could harm their reputation.

jothika

political juggernauts : A quantitative analysis of candidates in the 2019 lok sabha elections

They actively seek endorsements from influential figures and organizations to boost their credibility.



They experience pressure to perform well in debates and public appearances, as these moments can significantly impact their candidacy

Candidates spend a significant amount of time campaigning, attending rallies, door-knocking, and meeting constituents.

They engage with campaign teams to plan advertising, social media outreach, and other communication efforts.

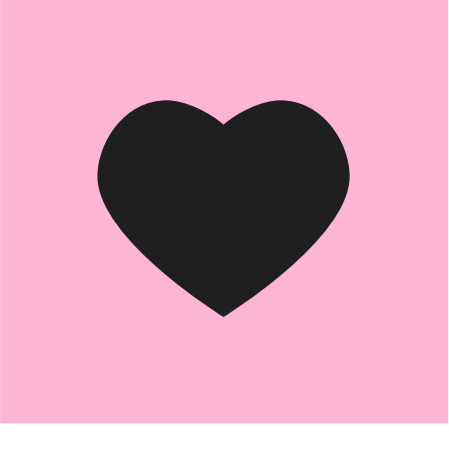
Candidates may feel a sense of responsibility towards their party and constituents, as their actions and decisions can shape the nation's future

Candidates often feel a mix of excitement and nervousness during the campaign, as they compete for a high-stakes political position



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?