

POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF
CANDIDATES IN THE 2019 LOK SABHA ELECTIONS

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?

Is NOTA
necessary?

Pros/cons of
the previous
regime

Is the election
help us to
overcome our
problems?

Winning party
must fulfill the
needs of
people

Want to lead
a safe and
peaceful life

Nature of
the
candidate



Team V

NM2023TMID07748

Compare
the
candidates

Role of
money in
elections

More
research
about the
parties

Lists pros/
cons of the
candidate

Candidate's
inefficiency

Excited

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?

 See an example