



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?



This says  
about the  
election

The lok sabha  
is composed of  
representative  
of people

It tells us  
the about  
the  
capitalism

It has  
power to  
rule

The people  
chosen by  
direct  
election

It is the  
lower house  
of the  
parliament



political juggernauts :

a quantitative analysis  
of the candidate in the  
2019 lok sabha  
election

It enjoys  
legislative  
and executive  
power

It has the  
financial  
power

It has also  
judicial and  
electoral  
power

Campaigns also  
use fear to drive  
votes away from  
political  
opponents

Underlying  
the quest  
for power  
is fear

Their fear of  
helplessness  
manifests in a  
need to exert  
control over  
others

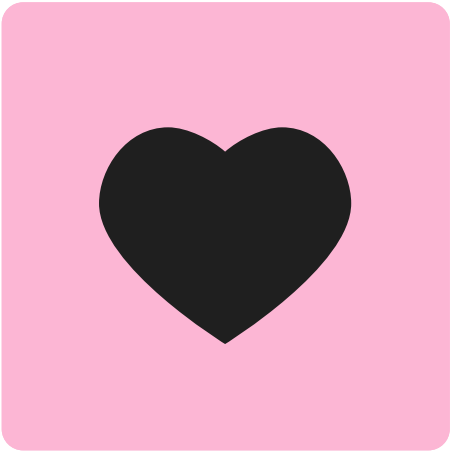


Does

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](#)