

## Says

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

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



**Thinks** 

what were the candidates public statements and messaging during the campaign?

what were the key policy issues or campaign promises of the candidates?

how did they communicate their stance on various issues?

what are the impact of election on daily life, civic responsibility?

what were their strategies for reaching voters?

what were their public statements and speeches?



political juggernauts

what were the candidates campaign activites, such as rallies, debates, and outreach efforts?

did they engage in any grass rootes movement or community initiatives?

did they take steps to allocate resources and endorse candidates? how did candidates react to election results or campaign events?

were their
movements of
controversy or
emotional
resonance during
their campaign?

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## **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?

