



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?

Economic Policies: Candidates often discussed their plans for economic development, job creation, and poverty alleviation.Social

National Security: Given India's security challenges, candidates frequently talked about strategies to enhance national security and counter-terrorism.

Political Power: Many candidates aspire to hold political office to wield influence and make decisions that impact their constituents

.Recognition: Seeking recognition and a place in history is a common desire for politicians.

Issues: Topics such as caste-based politics, women's rights, and social justice were prominent in campaign speeches.

Public Service: Some candidates genuinely want to serve the public and improve the lives of their constituents through policy-making and governance.



Political Juggernauts
Quantitative Analysis
of Candidates in the
2019 Lok Sabha
Elections.

Campaigning: Candidates engaged in extensive campaign activities, including rallies, roadshows, and public speeches to connect with voters

Fear of Losing: One of the most significant fears for candidates is the fear of losing the election, as it can be a personal setback and the end of their political aspirations.

Alliances and Coalitions: Many parties formed pre-election alliances or coalitions to maximize their chances of winning seats.

.Promises and Manifestos: Candidates and political parties made numerous promises in their election manifestos, covering topics ranging from economic development to social welfare.

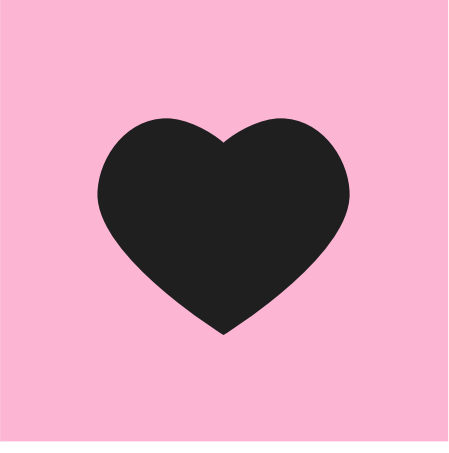
Negative Campaigning: Candidates may fear being the target of negative campaigning or false allegations by their opponents, which can harm their reputation.

Rejection by Voters: The fear of being rejected by the voters they seek to represent is a fundamental concern for candidates



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?