EMPATHY MAP

TOPIC-POLITICAL JUGGERNAUTSL; A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK SABHA

ELECTIONS



Says

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

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of universal Adult Suffrage

The 17th lok sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, where conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

in the 2019 Lok Sabha elections, we observed various behaviors among candidates. Some candidates focused on grassroots campaigning, connecting with voters directly.

Additionally, some candidates formed alliances with other parties to strengthen their chances of winning. Over all, candidates exhibited a range of behaviors aimed at connecting with voters and maximizing their

chances of success.

Does

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

The constitution of india allows for a maximum of 550 members in the house, with 530 members representing the states and 2 representing the union territories.

The Bharatiya Janata Party received 37.36% of the vote, the heighest vote share by a political party since the 1989 general election, and won 303 seats, forther increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

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

Others relied heavily on media campaigns, using social media and television to reach a wider audience. Candidates also engaged in debates, public rallies, and door-to-door campaigning to gain support.

we can imagine candidates

in the 2019 Lok Sabha elections engaging in various activities. They may be attending public rallies, giving speeches, meeting with constituents, participating in dedates, campaigning door-to-door, and utilizing social media to connect with voters.

Thinks

Others may havew

personal ambitions

success. It ultimately

individual candidate

and their motivations.

Additionally, factors like

fundraising, alliances, media

coverage, and the overall

play a role in shaping their

political climate can also

behavior during the

campaign.

and dreams of

achiving political

depends on the

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



The wants, needs, hopes, and dreams of candidates in the 2019 Lok Sabha election can vary greatly. Some may want to bring about positive change, address specific issues, or serve their constituents.

Candidates in the 2019 Lok Sabha elections may be influenced by several factors that shape their behavior. These can include their party's ideology, public opinion, campaign strategies, personal beliefs, regional dynamics, and the esire to win the election.

> Candidates in the 2019 lok Sabha election may have had fears, frustrations, and anxieties related to various aspects of their campaign. They might have been concerned about the competition, public perception, voter turnout, and the impact of their opponents strategies.

Candidates in the 2019 Lok Sabha elections may be influenced by a range of feelings that can shape their behavior. These can include determination, ambition, passion, enthusiasm, and a sense of responsibility towards their constituents.

They could have also felt frustrated by logistical challenges, fundraising pressures, and the constant scrutiny of the media. Additionally, candidates may have experienced anxiety about meeting the expectations of their party, constituents, and themselves.

They may also experience pressure, stress, and nervousness due to the high stakes nature of the election. Additionally, candidates may feel a sense of pride and accomplishment when they connect with voters and receive positive feedback.

Feels

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