



Brainstorm & idea prioritization

1 Problem Statement

The project "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" aims to address the lack of easily accessible and objective information for voters by investigating and presenting comprehensive quantitative insights into the performance and backgrounds of candidates, enabling voters to make well-informed decisions during the democratic process.

2 Brainstorm

Godwin Kishore R

Social Media Influence Analysis: Analyze the candidates' social media presence, engagement, and sentiment during the 2019 Lok Sabha elections to understand its impact on voter perception.

Demographic Mapping: Explore how candidates' demographics, such as age, gender, and educational background, correlate with their electoral success and party affiliations.

Campaign Expenditure Study: Conduct a study on the correlation between campaign expenditures, funding sources, and electoral outcomes to understand the role of money in politics.

Dinesh

Speech and Rhetoric Analysis: Analyze candidates' speeches and rhetoric to identify common themes, persuasive techniques, and linguistic patterns that might have influenced voters.

Constituency-Level Analysis: Break down the analysis by individual constituencies to understand regional variations, voter demographics, and the impact of local issues.

Incumbency Factor Study: Investigate the influence of incumbency on electoral success, looking at the performance of incumbents versus new candidates.

Gunasekar

Party Switching Analysis: Study instances where candidates switched parties and assess the impact of these switches on their electoral performance.

Qualification vs. Electoral Performance: Explore whether candidates' qualifications, such as educational background or professional experience, are associated with better electoral outcomes.

Sentiment Analysis of News Coverage: Analyze media coverage sentiment towards different candidates and parties to understand potential media biases and their effect on public perception.

Kamaraj

Social Welfare Initiatives Impact: Investigate whether candidates with a history of successful social welfare initiatives or community development projects had a higher likelihood of winning.

Alliance and Coalition Analysis: Study the impact of pre-election alliances and coalitions on candidate performance and electoral outcomes.

Religious and Caste Dynamics: Analyze how religious and caste demographics of candidates and their constituencies affected voting patterns and election results.

Karthick

Geospatial Analysis: Use geographic information systems (GIS) to map electoral data and explore spatial trends and patterns in candidate performance.

Temporal Analysis: Study the change in candidates' popularity and public perception over time during the election campaign period.

Post-election Analysis: Conduct post-election surveys to gather voter feedback and opinions on candidates and their performance to validate the quantitative findings.

3 Group ideas

Group 1: Candidate Characteristics and Dynamics

1. Demographic Mapping
2. Qualification vs. Electoral Performance
3. Incumbency Factor Study
4. Party Switching Analysis

Group 3: Socio-cultural Factors

1. Religious and Caste Dynamics
2. Social Welfare Initiatives Impact

Group 2: Influence and Perception

1. Social Media Influence Analysis
2. Sentiment Analysis of News Coverage
3. Speech and Rhetoric Analysis

Group 4: Strategic Alliances and Tactics

1. Alliance and coalition Analysis.
2. Campaign Expenditure study.

Group 5: Spatial and Temporal Patterns

1. Geospatial Analysis
2. Temporal Analysis

4 Prioritize

0

