



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?

voting  
behaviour in  
communties

political  
parties  
voluntary  
associations

political  
decision  
making

ideologies  
of political  
movements

psychological  
correlates of  
political  
behavior

the vote share of  
indian national  
congress  
rmainided the  
same at19.5per  
cent



S.KANNISHKA  
K.KAVIPRIYA  
G.KAVIYA  
K.KEERTHIKA

general elections  
were held in INDIA  
in seven phases  
from 11 April to 19  
May 2019 to elct  
the member of the  
17th Lok Sabha

vots were  
counted and  
the result  
was declared  
on 23 may

main contenders were  
two alliance groups of  
the incumbent  
National Democratic  
Alliance and the  
Oppositive United  
Progressive Alliance

Political  
jerggernauts that  
is extremely large  
and powerful and  
cannot be stopped

2019 indian  
general  
election

The election  
resulted in a  
landslide victory  
for the BJP  
whichwon  
303 seats and  
formed the  
government



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?