



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?

A quantitative  
analysis of  
candidates in  
the 2019 Lok  
Sabha Elections

During election campaigns, candidates typically make promises and highlight their policy proposals.

Given the geopolitical situation in the region, candidates might have emphasized national security and defense as a top priority.

Candidates often address regional issues and identity politics to appeal to specific voter bases.

Many candidates may have highlighted plans for infrastructure development, including road construction, electrification, sanitation, and access to clean water.

Many candidates aspire to hold public office for personal and political reasons.

Analyzing the wants, needs, hopes, and dreams of candidates in the 2019 Lok Sabha Elections in India requires understanding the diverse range of individuals who participated in the elections

Candidates must address the specific needs and concerns of their constituencies.

Running a political campaign can be expensive. Candidates may have financial motivations, including access to government resources, to fund their campaigns.

Candidates in the 2019 Lok Sabha Elections engaged in extensive campaigning activities. They conducted rallies, roadshows, and public meetings to connect with voters.

Many candidates utilized social media and digital platforms to reach a broader audience and convey their messages

Candidates made promises and presented manifestos outlining their plans and policies if elected.

Elected candidates may continue to be active in their political parties, supporting party decisions, and contributing to the party's strategies.

Fear of losing the election: Candidates invest time, effort, and resources into their campaigns and may fear losing after such a significant commitment.

Anxiety about policy positions: Candidates may worry about how their stances on important issues will be received by voters.

Fear of public scrutiny: The intense media coverage and public attention can be intimidating, leading to concerns about privacy and negative coverage.

Anxiety about campaign finances: Financial pressures can lead to anxiety, as campaigns often require significant funding.



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?