



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?

Researchers aim to analyse candidate data in the 2019 lok sabha elections quantitatively

Analysts want to uncover patterns, trends and correlations to understand voter behaviour

Researchers attempts to collect the election data using survey research and content analysis

Researchers analyse data to understand trends and patterns in the 2019 lok sabha elections

Analyst aim to explore a previous election data to compare with 2019 lok sabha elections

Analyst aim to identify factors influencing candidate success and voter behaviour

Political survey

They gather election data and apply statistical methods

They collect and process data and create visualizations

Researchers experience curiosity and the challenge of interpreting complex data

Consult non partisan sources for candidates profiles

Researchers experience satisfaction of discovering insights that were previously unknown

Researchers felt proud while analysing the candidates in the 2019 loksabha election



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?