# PSEPHOLOGY

## WHY ELECTORAL DATA ANALYTICS IS YOUR BEST FRIEND

# How will you ascertain the workforce needed? At what level? Political or geographical?

**The Numbers**

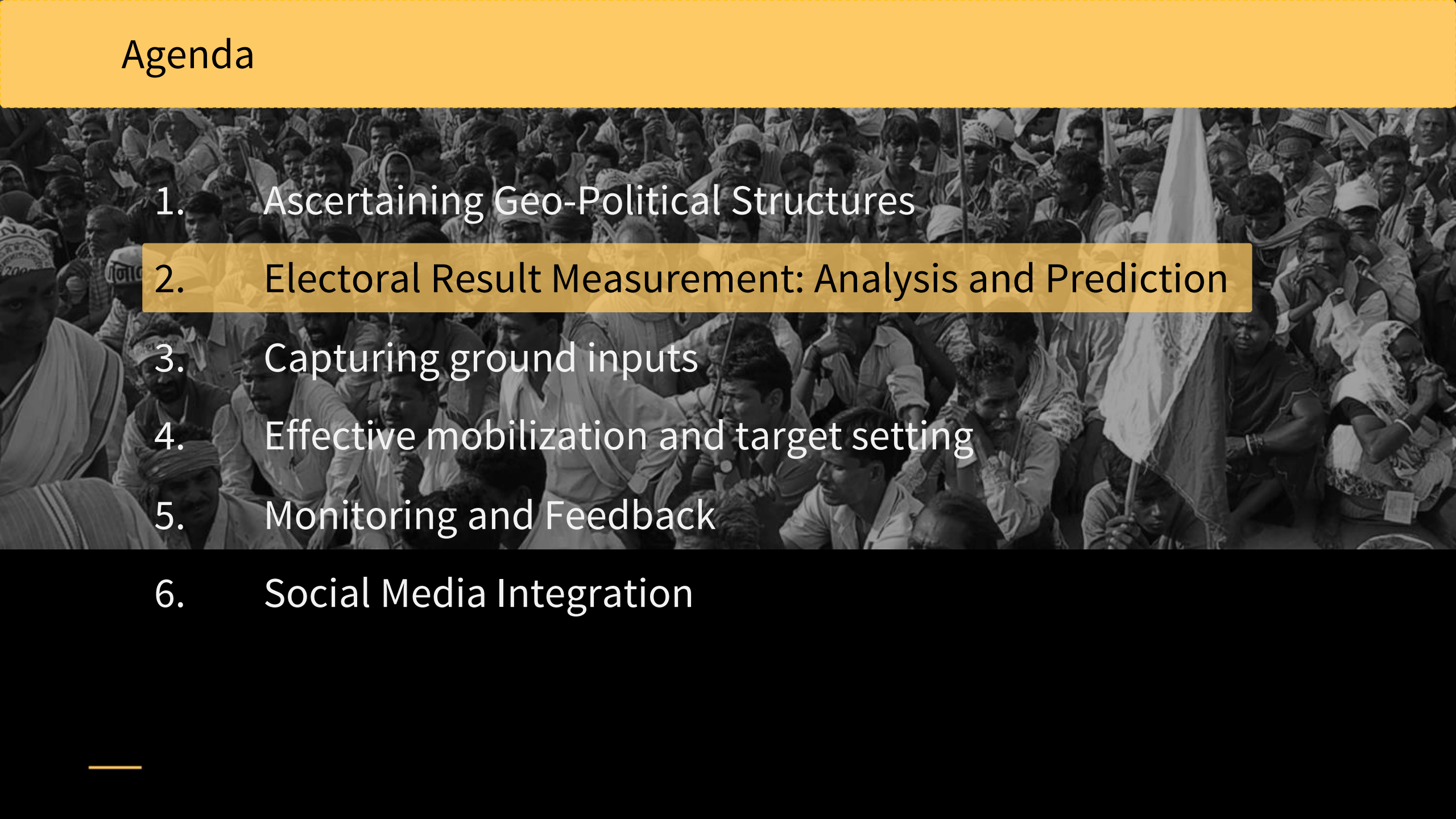|  | Districts | ACs | Blocks | Gram Panchayats | Towns & Villages | Booths | Households |
|---|---|---|---|---|---|---|---|
| **Districts** | **33** | 5-6 | 7-8 | 312-313 | 10-11 & 540-541 | 1225-1226 | 3.7 lac |
| **ACs** |  | **182** | 1-2 | 56-57 | 2 & 98 | 200-300 | 67K + |
| **Blocks** |  |  | **251** | 41 | 1-2 & 71 | 71 | Almost 49K |
| **Gram Panchayats** |  |  |  | **10,318** | 1-2 | 1-3 | 657 HH |
| **Towns & Villages** |  |  |  |  | **348** & **17,843** | 1-2/village 40-50/town | 380 HH & 15K + HH |
| **Booths** |  |  |  |  |  | **40,453** | 302 HH |
| **Households** |  |  |  |  |  |  | **1,22,48,428** |

## Agenda

# 1. ASCERTAINING GEO-POLITICAL STRUCTURES

❖ Effective outreach has two aspects: I. Determining the structure of the political party II. Measuring strength at every organizational level

❖ Determination of party strength vis. The cadre and representative leaders allows us to know our strengths and weaknesses

❖ Combined with complete knowledge of administrative and electoral divisions of the state we chart a course on how to reach the people in an efficient manner

❖ Population strength at every level help us determine I. Strength of contact points needed II. Resource Planning III. Budgeting IV. Message Targeting

Creating synergies between party structure and people of the state

# Agenda

1. Ascertaining Geo-Political Structures
2. Electoral Result Measurement: Analysis and Prediction
3. Capturing ground inputs
4. Effective mobilization and target setting
5. Monitoring and Feedback
6. Social Media Integration

# 2. ELECTORAL RESULT MEASUREMENT: *ANALYSIS AND PREDICTION*

❖ INC won 60 seats in 2012, while BJP won 2017. Is it enough to know that?

❖ Did the same voting patterns emerge in 2014? What really is the size of Modi wave?

❖ Measurement of electoral behavior begins with finding the prevailing bias for/against a party

❖ What factors determine electoral behavior? I. Assembly Elections vs Parliamentary Elections II. CM/PM candidate III. Local MLA/MP candidate IV. Caste Dynamics V. Development VI. Chronic Local Issues VII. And Many More

❖ But which ones impact you the most? And How?

❖ What happens when these answers change everyday? *Real Time Analysis through Social Media*

❖ *Geographical, Influence Group and Electoral Voter Targeting*

❖ What is your current strength? How far do you need t develop? How will you fare in the next elections?

Answering the most important questions through *data: past & present*

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# 3. CAPTURING GROUND INPUT

❖ Past election data analysis is just the beginning.

❖ We can tell you how effective your campaigning activities are.

❖ In-Depth interviews and quantifiable electoral surveys to exactly measure the impact of all party activities.

❖ Improved measurement translates in I. Improved Performance II. Valuable Feedback III. Tightening weak areas IV. Quick recalibration of current activities.

❖ Performed through: I. Social Listening: *In-Depth Interviews & On-Ground Information Sweeps* II. Survey Analytics: *Design, Implementation and Measurement* III. Technology Aided Surveys: *Call-Center & Social Media*

Know who your people are and what they think of you & expect from you

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# IDENTIFICATION OF MOBILIZATION LEADS AND TARGET SETTING

| Mobilization PoC | Number of PoCs | Contingent Size | Target Reach |
|---|---|---|---|
| DCC | | | |
| CCC | | | |
| IYC | | | |
| SC | | | |
| Minority | | | |
| Seva Dal | | | |
| NSUI | | | |
| AIMC | | | |
| INTUC | | | |

**Lateral Entrants**

Do we fix the target mobilization or do we measure mobilization capacity?

**Total 6000 or 10000?**

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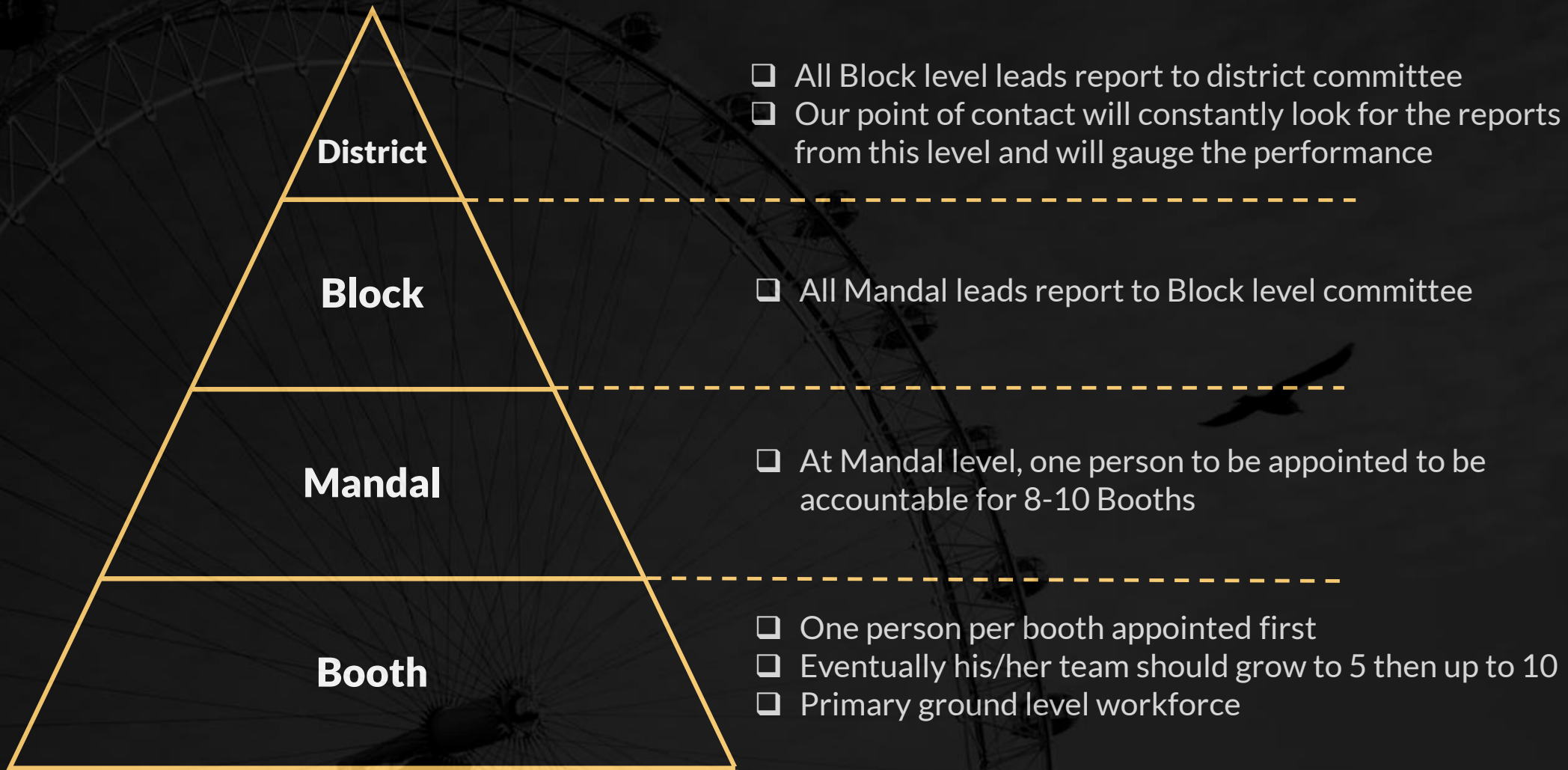
6. Social Media Integration

# 5. MONITORING AND FEEDBACK



- ❖ How do you monitor the performance of your ground force with minimal resources: **I.** Finding creative means of monitoring **II**. Creating a deep perception of monitoring **III**. Utilizing the complete bandwidth of existing channels **IV**. Optimizing the cost/efficiency ratio of monitoring.

- ❖ Feedback channels are important: not only for the electorate but also for your ground force. *Knowledge of ground and peer to peer performance feedback*

- ❖ *How do we help?* **I. Improving the ease and speed of information capturing II. Standardized reporting formats: Easy to fill, process and read III. Surface and deep level insights where no one is looking**

Ease of information capturing allows for greater insights through valuable feedback

**District**

- ❏ All Block level leads report to district committee
- ❏ Our point of contact will constantly look for the reports from this level and will gauge the performance

**Block**

- ❏ All Mandal leads report to Block level committee

**Mandal**

- ❏ At Mandal level, one person to be appointed to be accountable for 8-10 Booths

**Booth**

- ❏ One person per booth appointed first
- ❏ Eventually his/her team should grow to 5 then up to 10
- ❏ Primary ground level workforce

Information retrieval and content distribution are the two major functions of the entire supply chain

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# 6. SOCIAL MEDIA OUTREACH

Maximise outreach through targeted propogation of social media content.

| | |
|---|---|
| **Organic Reach** | **Determine independent reach of content** |
| **Inorganic Reach** | **Determine quality and reception of promoted content.** |
| **Promotion** | **Publicise on ground activities** |
| **Targeting** | **Target content geo-politically** |
| **Reporting** | **Use Social Media Analytics for info-graphical reporting** |

# 7. APPENDIX

Additional ideas
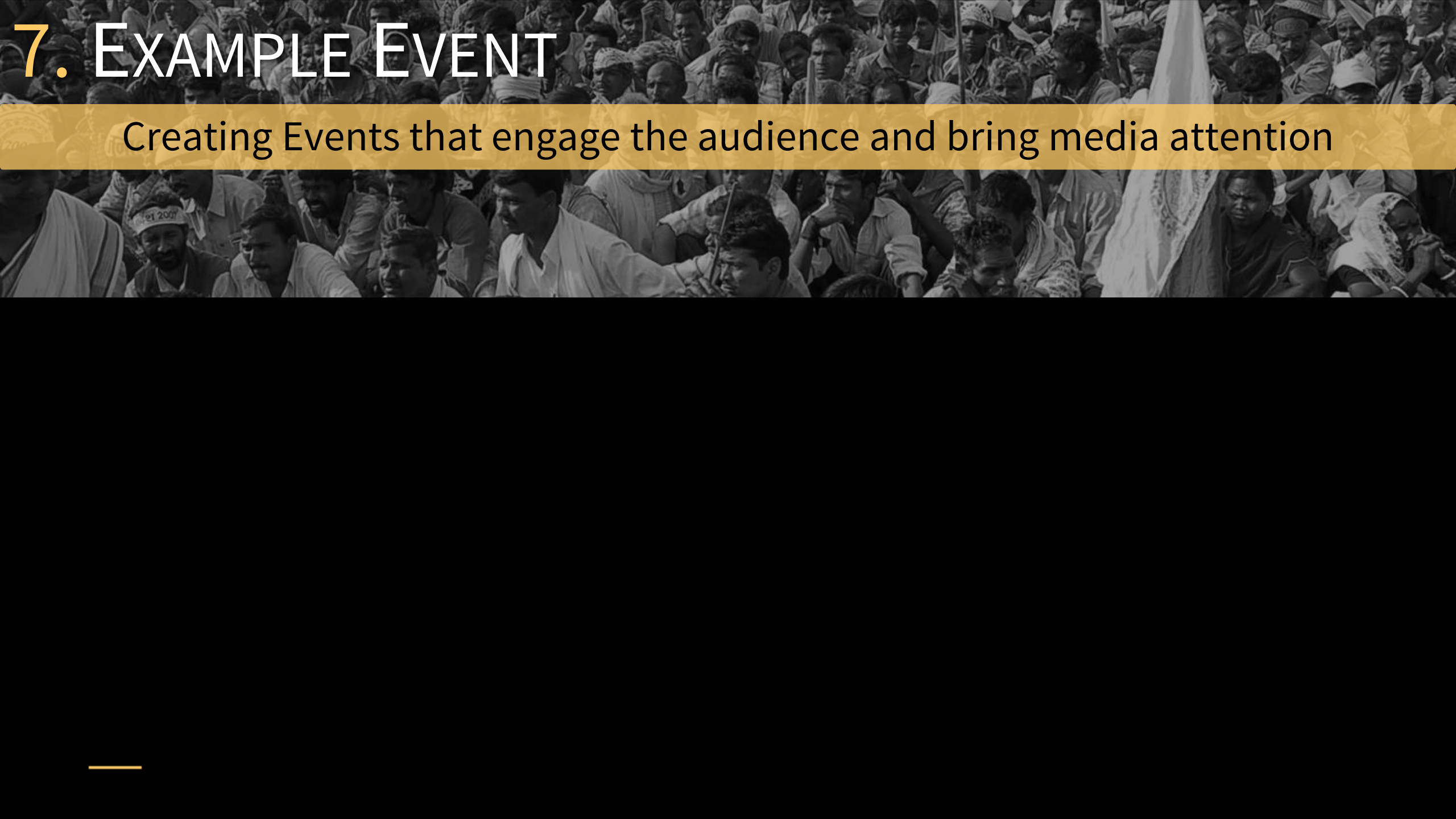
# 7. EXAMPLE EVENT

Creating Events that engage the audience and bring media attention

# 7. <XYZ> RALLY

Event Tagline: Massive show of strength.

| Date | 15th December, 2016 | Time | 3 PM Onwards |

| Venue | To Be Decided, Rajkot |

# 7. MODULE BASICS

❑ **Target Audience:**
❖ *Karyakartas:* ground army
❖ Core electorate
❖ Civil society in general

❑ **Format:**
❖ Big Leaders address the audience on an interactive stage set up
❖ Leaders exchange *vows of co-operation*.
❖ Announce regional *Sabhas*
❖ Novel branded collateral and distinct event branding to add to the impact of the event

❑ **Core Message:**
❖ *Unity in Diversity*
❖ Targeted vernacular messaging
❖ Therefore, *Vikas*

❑ **Outreach:**
❖ 1 Million people engaged directly
❖ 5 Million People through Media
❖ Making National Headlines

☐Discussions

☐Suggestions

☐Feedback

Thanks for watching

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