

## Says

What have we heard them say? What can we imagine them saying?

**Thinks** What are their wants, needs, hopes, and dreams?

Candiates faced challenges in the the 2019 lok sabha election

Emphasizes party ideology and unity.

Highlights personal achievements and leadership qualites.

Concerned about maintaining a strong lead over oppenents.

What other thoughts might influence their behavior?

Strategizing to ensure maximum voter turnout from key demographics.

Calculating the impact of endorsements.



political juggernauts: A quantitative analysis of candidates in the 2019 lok sabha election.

conducts extensive rallies and public appearence to connect with

candidates adapted their stratergies to navigate local dynamics

they showcased resilience by overcoming obstacles and challenges

empovered by strong party backing and resourses

they felt the weight of societal expectation and resources limitation

motivated by the desire to serve constitutional

## **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?

