



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?



Candidates' demographic data, such as their statements on campaign issues, their qualifications, and their party affiliations.

Parties communicate their agendas, alliances, and campaign strategies to the public.

Voters' expressed preferences and opinions on various candidates and issues.

Insights into the motivations and strategies of political parties in terms of candidate selection.

Voters' underlying concerns and priorities when choosing a candidate.

Parties' perceptions of the electability of their candidates.

The actual results of the 2019 Lok Sabha elections, including the number of seats won by each party and individual candidates.

How candidates' backgrounds and attributes influenced their electoral performance.

Whether voters' actions matched their stated preferences, as evidenced by the voting turnout and choices.

The sentiment and emotions of candidates and their supporters before, during, and after the elections.

Public sentiment and emotions, such as excitement, anxiety, or satisfaction, in response to election outcomes.

Voters may feel satisfaction, disappointment, or hope based on the election outcomes and the candidates they support.



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?