

PS185 INTRODUCTION TO POLICY ANALYSIS

Course Times: Wednesdays & Fridays 10:45am - 12:15pm
Seminar Leader: Gale Raj-Reichert
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Office Hours: By appointment

Course Description

This course introduces students to policy analysis and policymaking. Public policies are courses of action undertaken by governments to solve societal problems by changing behavior. They include laws, regulations, incentives, and providing services, goods and information. It is important to remember that policies not only include what governments choose to do but also what they choose not to do. Policies by individual governments, groups of governments and intergovernmental organizations can impact outcomes for people, communities, industries, and the environment in different parts of the world. As an introductory course, during the first part of the course, we will spend time learning about and discussing what characterizes and defines a public policy, and how such policies are formulated, implemented, and evaluated. During the second half, we will apply these foundational concepts by examining and discussing real-world policy case studies addressing current policy problems within a domestic and global context. With this course, students will gain an understanding of a holistic approach to public policy and policy analysis. Students will also learn how to communicate about policy problems, options and recommendations verbally, visually, and in writing.

Requirements

Required Textbook and readings:

Please refer to the Course Reader.

In-class participation

It is expected that core readings are completed *before* each seminar as our discussions will be based on them. Please read actively – try to relate what you are reading with what you already know and have gained knowledge about the topic from other courses or from your own personal interests and explorations (engage in a personal self-reflective discussion). Take notes, be critical, ask questions, and come to class prepared to share!

We will be engaging in and discussing current issues concerning policy analysis and public policies. Many if not most of the issues will be news-worthy items and part of current public debates. It is highly recommended that you regularly check the news and/or other policy related reporting outlets (newspapers, blogs, policy briefs, Twitter, etc.) for insights and different opinions that relate to the topics in the course – which can be shared during class discussions.

Participating in different ways, either through larger group discussions or in small group/partner exercises, is an integral part of the learning process and it is expected that every student makes a good effort in this regard.

Course Assignments, Deadlines, and Grade Breakdown

1. Discussion participation 15%

Half of this grade will be based on in-class discussions of the readings and also include participation in small group work or in pairs.

2. Written assignment 15%

For this first written assignment, you are to address the question 'What is policy analysis?'. Please reflect on the different ways in which policy analysis is conducted and for what purpose. Compare and contrast between two to three different methods of policy analysis and their strengths and weaknesses. Please reference your arguments based on readings.

The policy memo must be between 1,000 to 1,250 words (not including the bibliography) in 1.5-spaced, 12 pt., Times New Roman. Please use the Chicago Style of Referencing.

**Please conduct research for this assignment. This is not an opinion

piece. Written assignment deadline: Monday 10 October 2022, by 6pm via email.

3. Policy memo 15%

Please choose one policy problem and present points on two policy options weighing their opportunities/benefits and challenges/costs. One of these policies will be recommended and expanded on as the best policy option based on analysis and evidence.

The policy memo must be written from the perspective of a particular actor chosen from the following list:

- Staff for a member of parliament or congress or political party
- Industry lobby group
- Nongovernmental campaign organization
- Trade union representative
- A different actor (based on discussion with and approval of seminar leader)

This means you are a policy analyst working for or assisting one of these organizations and you are writing a policy memo to recommend a particular policy for your organization to present, lobby or campaign on in government.

The purpose of a policy memo is to briefly and succinctly inform a specific audience about a policy issue or policy problem and arguments for a specific policy recommendation.

The memo must include the following sections:

- Address the memo specifically to an actor/organization chosen from the list above
- 'Introduction' or 'Background' section briefly presenting the policy issue or policy problem

- Policy options section. Present 2 different policy options to address the policy issue or policy problem
- Policy recommendation section. Discuss and elaborate on the recommended policy option. Present concepts and arguments for why or for what reasons this is the best policy option for dealing with the policy issue or solving the policy problem. Briefly compare and contrast with the non-recommended policy option with reasons why the recommended policy option is more superior or better. Also, address at least one weakness of the policy being recommended and if possible provide a solution for mitigating it. This section is quite important, hence, put more effort into it.

Tips:

- You can use figures, graphs, and tables (unless excessive, they will not be included in the word count)
- Bullet points can help get points across quicker and also in a more succinct manner
- Always write in COMPLETE SENTENCES including bullet points
- Convince the reader of your arguments by citing papers, studies, research, news items, etc.

**Please conduct research for this assignment. This is not an opinion piece.

The policy memo must be between 1,000 to 1,250 words (not including the bibliography) in 1.5-spaced, 12 pt., Times New Roman. Please use the Chicago Style of Referencing.

Policy memo deadline: Monday 14 November 2022, by 6pm via email.

3. Individual presentation 10%

Please make an 8 to 10 minute presentation on your policy research topic (also refer to instructions for the Policy Research Paper for more guidance). There will be a 5 minute discussion following your presentation. I will provide written feedback separately via email to each student.

In order to make sure everyone has sufficient time for their presentations, no one will be allowed to present longer than 10 minutes. Please practice ahead of time to make sure you do not go over 10 minutes.

The aim of this assignment is to prepare you for your policy research paper. Please use this as a good opportunity to receive feedback on your PRELIMINARY research idea for the policy research paper.

Please present on the following topics, which you can use as a format or outline for your presentation. This loosely corresponds to the sections of your policy research paper, which you can refer to for more guidance.

1. Introduce the policy problem or policy issue
2. Provide some background and context to the policy problem and policy issue
3. Present the public policy solution for the policy problem you will analyse. Discuss whether you will be arguing for or against this public policy solution and two to three reasons why.

**If you will be using a powerpoint presentation, please email it to me in advance. Individual presentations will be scheduled for weeks 11 and 12.

4. Policy research paper 45%

The aim of the policy research paper is to present, discuss, and analyse a policy problem and a public policy solution to solve the problem resulting in arguments for or against the public policy solution.

The research paper MUST address all of the following, which correspond to the different sections of the policy research paper:

1. INTRODUCTION section: Introduce a policy problem or policy issue. As an introduction section, please also include a synopsis of the paper.
2. BACKGROUND section: Discuss the background and context to the policy problem or policy issue. This can include a number of factors which helps us understand the reasons behind and the features of the policy problem or policy issue. This can be factors which are historical, geographical or location-specific, social, economic, political or geo-political, event-specific, etc. For a good and comprehensive discussion, a combination of factors should be presented – as policy problems or policy issues are complex.
3. ANALYSIS section: Discuss ONE public policy solution at the local, national or global scale (law, regulation, international treaty, etc.) that IS CURRENTLY or HAS BEEN USED to deal with the policy problem or policy issue. Discuss its challenges and opportunities and the reasons behind them.

There are 2 options of argumentation you must choose for this section:

a) If you are arguing IN FAVOR of the public policy solution, then your discussion here should provide convincing arguments and evidence for why you support the public policy solution. Also, discuss one alternative policy which have failed (or would fail) and why – this would be done in a way to support your discussion in favor of the policy you are arguing for. This is an important section of your policy research paper, so please put more effort here.

b) If you are arguing AGAINST the public policy solution, then your discussion here should provide convincing arguments and evidence to back up why the public policy solution is not or was not helpful or is failing or has failed. Also, discuss one alternative policy which is more superior and why – this would be done in a way to support your discussion against the policy you are arguing against.

This is an important section of your policy research paper, so please put more effort here.

4. CONCLUSION section: This is a summary of your research paper, recapping the main points from each section.

*For a good grade, your paper must lean heavily on academic concepts, ideas, and theories. We have read and discussed many of them in class, please refer to them and more.

** If you would like to modify your approach, please come see me in advance to discuss and receive approval for an exception to these instructions

IMPORTANT TO REMEMBER:

- This is a research paper, which means please do research for it. Start early!
- Arguments, in order to be strong and convincing, must be backed up with academic concepts, ideas and/or theories and evidence.
- Write clearly and logically.
- Please proofread your paper before turning it in to ensure there are no awkward sentences, grammatical errors, unfinished sentences, and spelling errors.
- Please come see me during office hours if you have ANY questions (for example on the topic, research, formulating arguments, conducting analysis, etc.) or would like to discuss your plans and progress on the paper.

The policy research paper must be between 3,000 to 3,500 words (not including the bibliography) in 1.5- spaced, 12 pt., Times New Roman. Please use the Chicago Style of Referencing.

Research paper deadline: Monday 19 December, 6pm via email.

Academic Integrity

Bard College Berlin maintains the highest standards of academic integrity and expects students to adhere to these standards at all times. Instances in which students fail to meet the expected standards of academic integrity will be dealt with under the Code of Student Conduct, Section 14.3 (Academic Misconduct) in the Student Handbook.

Attendance

Attendance at all classes is a crucial part of the education offered by Bard College Berlin. To account for minor circumstances, two absences from twice-per-week courses or the equivalent (e.g. one absence from a once-per-week course) should not affect the participation grade or require documentation.

Bard College Berlin does not offer credit for any course in which a student has missed more than 30% of classes, regardless of the reasons for the absences. The full Bard College Berlin attendance policy can be found in the Student Handbook, Section 2.8.

SPECIAL CONSIDERATIONS FOR FALL 2022: Some students may need to begin the semester remotely due to travel restrictions caused by the pandemic. In addition, all students and instructors must refrain from in-person attendance if they are feeling ill. Instructors should make efforts to offer alternatives to in-person attendance where needed, including remote participation or asynchronous options.

Policy on Late Submission of Papers

Essays that are up to 24 hours late can be downgraded up to one full grade (from B+ to C+, for example). Instructors are not obliged to accept essays that are more than 24 hours late. Where an instructor agrees to accept a late essay, it must be submitted within four weeks of the deadline. Thereafter, the student will receive a failing grade for the assignment. Grades and comments will be returned to students in a timely fashion. Students are also entitled to make an appointment to discuss

essay assignments and feedback during instructors' office hours.

Students receive mid- and end-of-semester grades for their seminar work. Students are entitled to make an appointment with an instructor to discuss seminar participation, or may be asked to meet with the instructor at any stage in the semester regarding class progress.

Schedule

Week	Topic	Dates
1	What is public policy and policy analysis? Who makes policies?	31 Aug & 2 Sep
2	How do we understand policy problems?	7 Sep & 9 Sep
3	Picking the right policy: Policy design and policy instruments	14 Sep & 16 Sep
4	Policy analysis methods I	21 Sep & 23 Sep
5	Policy analysis methods II	28 Sep & 30 Sep
6	Case analysis: Early childhood program in Brazil	5 Oct & 7 Oct
7	Policy evaluation	12 Oct & 14 Oct
8	Innovations in policy evaluation – limits and opportunities	19 Oct & 21 Oct
9	Film and Discussion: Merchants of Doubt	2 Nov & 4 Nov
10	Policy case study: Race and policing in New York City	9 Nov & 11 Nov
11	Presentations	16 Nov & 18 Nov
12	Presentations	23 Nov & 25 Nov
13	Policy case study: Water crisis in Cape Town	30 Nov & 2 Dec
14	Wrap-up discussion	7 Dec & 9 Dec

Weekly Themes and Readings

Week 1: What is public policy and policy analysis? Who makes policies?

Wednesday 31 August

We will begin the semester with an introduction to the origins of public policymaking and its aims and objectives.

Hassel, A. and Wegrich, K. (2022) Chapter 1 – 'Public Policy', in *How to do Public Policy*.

Friday 2 September

The policymaking process involves both government and non-governmental actors and organizations. The latter group help shape and influence which and how policy problems are taken up by governments for policy interventions. We will also discuss representation of those who are (or are able to) engage in the policymaking process. We will examine and discuss a variety of actors and organizations, such as campaign organizations, social movements, industries, trade unions, and intergovernmental organizations which are part of the 'agenda-setting' process.

Hassel, A. and Wegrich, K. (2022) Chapter 7 – 'How to engage with stakeholders', in *How to do Public Policy*.

Mintrom, M. and Williams, C. (2012) 'Public policy debate and the rise of policy analysis', in *Routledge Handbook of Public Policy*.

Week 2: How do we understand policy problems?

The first step to policymaking is understanding the policy problem – the problem definition stage. How societal problems are defined are contingent on a variety of factors, which are themselves theorized. We will discuss the limits and opportunities of the different theories presented.

Wednesday 7 September

Lister, R. (2010) 'What's the problem? Social constructionism', Chapter 5 in *Understanding Theories and Concepts in Social Policy*, Policy Press.

Supplementary reading:

Cairney, P. (2021) 'What insights from wider studies of power, knowledge, politics and policy do policy analysts need to consider?', Chapter 5 in *The Politics of Policy Analysis*, Palgrave Macmillan.

Friday 9 September

Hankivsky, O. and Jordan-Zachery, J.S. (2011) 'Intersectionality and Public Policy: Some Lessons from Existing Models', *Political Research Quarterly* 64: 217–229.

Week 3: Picking the right policy: Policy design and instruments

There are a variety of classifications of policy instruments or tools. One classification distinguishes policies as regulatory instruments which permit or forbid certain behaviors through sanctions, financial based policies which (dis)incentivize behaviors through monetary rewards or by increasing costs, informational based instruments to raise awareness, and organizational arrangements for the provision of services and goods. We will discuss these and a new and innovative policy instrument -- 'nudges'.

Wednesday 14 September

Schneider, A. and Ingram, S. (1990) Behavioral assumptions of policy tools, *The Journal of Politics*, 52 (2): 510-529.

Friday 16 September

Sunstein, C.R. (2014) 'Nudging: A Very Short Guide', *Harvard University*.

Lodge, M. and Wegrich, K. (2016) The Rationality Paradox of Nudge: Rational Tools of Government in a World of Bounded Rationality. *Law & Policy*, 38: 250-267.

Week 4: Policy analysis methods I

Decisions on policies are based on knowledge and evidence, which are important and contested fields in public policy analysis and research. This week begins a two-part discussion on how policy choices are made. Economic policy analysis, such as cost-benefit analysis and impact assessments, have been dominant in policy analysis. We discuss and critique these methods.

Wednesday 21 September

Dunlop, C. A. and Radaelli, C. M. (2019) Chapter 7 – 'Policy instruments, policy learning and politics: impact assessment in the European Union', in *Making Policies Work: First and Second-order Mechanisms in Policy Design*.

Friday 23 September

Vining, A. R. and Weimer, D. L. (2009) Assessing the Costs and Benefits of Social Policies, Chapter 1 in *Investing in the Disadvantaged: Assessing the Benefits and Costs of Social Policies*, Georgetown University Press.

Supplementary reading:

Sen, A. (2000) 'The Discipline of Cost - Benefit Analysis', *The Journal of Legal Studies*, 29 (2): 931-952.

Week 5: Policy analysis methods II

This week we will consider qualitative policy analysis methods and mixed methods which combine quantitative and qualitative approaches.

Wednesday 28 September

Yanow, D. 2019. 'Qualitative-interpretative methods in policy research', in Fischer, F. and Miller, G. (eds.) *Handbook of Public Policy Analysis: Theory, Politics, and Methods*, Routledge.

**Take a look at the Human Development Index, <http://hdr.undp.org/en/content/latest-human-development-index-ranking>

Friday 30 September

Weiss, C.H. and Birckmayer, J. (2006) 'Social experimentation for public policy', Chapter 39 in *The Oxford Handbook of Public Policy*, Oxford University Press.

Week 6: Policy case study: Early childhood program in Brazil

We will read, discuss, and analyze three policy case studies developed by Harvard University's John F. Kennedy School of Government. You will engage in small group exercises to explore questions surrounding policy problems, solutions, analysis and unintended consequences.

Wednesday 5 October and Friday 7 October

Harvard Kennedy School Case Study: Crianca Feliz: Brazil's Ambitious Early Childhood Program

Week 7: Policy
evaluation

Policy evaluation aims to understand whether policies are or have been implemented and how successful they are or have been at achieving their goals and objectives. Policy evaluation can be done to understand the outcomes of policies or as part of monitoring their implementation. Evaluation hinges on evidence. We will consider different types of data that are used as evidence as well as the politics behind them this and next week.

Wednesday 12 October

Pankhurst, J. (2017) 'Evidence-based policymaking: an important first step and the need to take the next', Chapter 2 in *The Politics of Evidence: From evidence-based policy to the good governance of evidence*, Routledge.

Friday 14 October

Bovens, M., Hart, P., and Kuipers, S. 2008. 'The Politics of Policy Evaluation', in Goodin, R.E., Michael, M., and Rein, M. (eds.) *The Oxford Handbook of Public Policy*, Oxford University Press.

Week 8: Innovations in policy evaluation – limits and opportunities

Wednesday 19 October

Big data and artificial intelligence (the use of algorithms or machine learning) has become the next generation of tools of policy evaluation and implementation. We will learn and discuss these new tools and their trade-offs between efficiency and biases.

Schintler, L.A. and Kulkarni, R. 2014. 'Big Data for Policy', *Review of Policy Research*, 31: 343-348.

**Take a look at <https://www.project-sherpa.eu>

Friday 21 October

Coyle, D. 2020. 'The tensions between explainable AI and good public policy', *The Brookings Institution*. <https://www.brookings.edu/techstream/the-tensions-between-explainable-ai-and-good-public-policy/>

-- Fall semester break --

Week 9: Merchants of Doubt (2014) documentary

Wednesday 2 November and Friday 4 November

View film and discussion

Week 10: Policy case study: Race and policing in New York City

Wednesday 9 November and Friday 11 November

Harvard Kennedy School Case Study: A Rising Storm: Eric Garner and the Explosive Controversy over Race and Policing

Week 11: Presentations

Wednesday 16 November and Friday 18 November

Week 12: Presentations

Wednesday 23 November and Friday 25 November

Week 13: Policy case study: Water crisis in Cape Town

Wednesday 30 November and Friday 2 December

Harvard Kennedy School Case Study "No Trust in Miracles": Leading through a water crisis in Cape Town

Week 14: Wrap-up discussion

Wednesday 7 December

Hassel, A. and Wegrich, K. (2022) Chapter 10 – 'How to do public policy', in *How to do Public Policy*.

Friday 9 December

Class reflections