

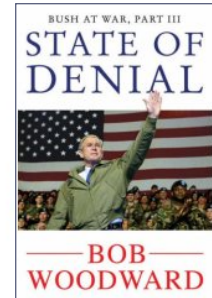
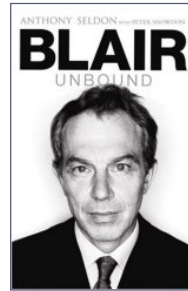
*Reaching policy makers
Researchers vs decision makers*

“... in public policy making, many suppliers and users of social research are dissatisfied, the former because they are not listened to, the latter because they do not hear much what they want to listen to...”

Lindblom, 2002



Background reading



A unifying theme – deep dysfunctionality and dialogues of the deaf

Post-modernism in politics in the USA

“The aide said that guys like me were ‘in what we call the reality based community,’ which he defined as people who ‘believe that your solutions emerge from your judicious study of discernable reality.’ I nodded and murmured something about enlightenment principles and empiricism. He cut me off. ‘That’s not the way the world really works any more,’ he continued. ‘We’re an empire now, and when we act we create our own reality.’”

Source: Peter Osborne: The rise of political lying

Post-modernism in politics in Europe

- ▶ “If I am being honest, which I will be ... I don’t think I have anything to lose by being honest at this stage in my political career” – Peter Mandelson on being appointed as a European Commissioner
- ▶ “It was a fascinating insight. He talked about being honest as if it was something you might take up at a certain age, like angling or DIY, an optional extra tacked onto your life” – Simon Hoggart, British political commentator

Known knowns

“there are known knowns; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns, the ones we don’t know we don’t know. And if one looks throughout the history of our country and other free countries, it is the latter category that tend to be the difficult ones.”

Donald Rumsfeld

**Communication
involves transmission and reception**

- ▶ What is transferred (message)?
- ▶ To whom (target audience)?
- ▶ By whom (messenger)?
- ▶ How (transfer process)?
- ▶ With what effect (evaluation)?

Lavis et al 2003

- ▶ Knowledge brokering

Gold, 2003

Political realism

- ▶ *Answers needed yesterday*
- ▶ *Driven by politics and (mostly) political ambition*
- ▶ *Ideological deafness*
- ▶ *The role of the researcher is like a constitutional monarch – to warn, counsel and advise (with apologies to Bagehot)*
- ▶ *... or, to stop them doing really stupid things*
- ▶ *... and try to find win-win solutions*

What works?

- ▶ *Personal contact*
- ▶ *Timeliness and relevance*
- ▶ *Summary and recommendations*
- ▶ *Trust*
- ▶ *Client demand*
- ▶ *Confirmed policy / self interest*

Innvaer et al, 2002