ESD.10 Lecture Notes, Lecture 3: Portraying Policy Problems – The Art of Framing in Many Languages
September 14, 2005

Use of stories to frame policy problems?

- Story of decline
- Stymied progress story
- Change is only an illusion
- Helplessness and control
- Conspiracy
- Blame the victim

Use of metaphor?
- Organisms (*natural*)
- Machines (*in order*)
- Inclines (*slippery slope*)
- Containers (*fixed space*)
- Wars (*invasion, campaign*)
- Diseases (*spreading, infecting, epidemics, breeding ground, healthy, blight, dying*)

Theories of cause?

- Mechanical (*unguided, intended*) – machines work but harm, brainwashed people
- Accidental (*unguided, unintended*) – nature, weather, machines run amok
- Intentional (*purposeful, intended*) – oppression, conspiracies that work
- Inadvertent (*purposeful, unintended*) – unforeseen side effects, carelessness

Concepts of interests – "sides"?
- Good and weak vs strong and bad
- Objective vs subjective interests
- Mobilization of groups around interests – concentrated or diffused costs and benefits

What about making decisions?
- Cost-benefit analysis
- Risk-benefit analysis
- Decision analysis
- Hobson's choice
- Rational analysis as a form of dramatic story, a persuasive appeal
- Contrast of rational-analytical model and polis model for decision analysis strategies
  - Precise, static goals vs ambiguous, shifting goals
  - Consider and clearly define all alternatives and their costs and benefits vs selective, preferred, doable *and* unclear alternatives that support your case
  - Maximize total welfare vs minimize harm to powerful constituents