

# KAY 203

## INTRODUCTION TO PUBLIC POLICY

### WEEK 1: WHAT IS PUBLIC POLICY?

Theodolou & Kofinis, 2004: 22-34  
Peters, p. 1-33.

# Grading

- **10% Attendance & Participation**
- **20% Midterm Exam**
- **20% Group Assignment & Presentation**
- **50 % Final Exam**

# Grading

- **10% Attendance & Participation**
- **20% Midterm**
- **20% Group Assignment & Presentation**
  - 10 Groups of 8-10 people each (There are 100 people in our class)
    - Analysis of a policy entrepreneur
    - One policy entrepreneur can be selected by one group only
      - List of selected topics will be posted on my office door
    - Format and questions to answer will be provided on website.
    - Will be uploaded to Turnitin software online.
    - Presentation Days: January 2 & 9
    - Deadline for Group Report Submission: January 16
- **50 % Final Exam**

# Class Information

- Slides, grades & assignment explanations will be available at:
  - <http://yunus.hacettepe.edu.tr/~myildiz/GUZ-1920.htm>

# What is public policy?

- Activities/interventions that governments perform for the purpose of changing their economy and society (Peters)
  - Involves policy analysis process and actors
- It is about
  - Public problems
  - Public space
  - Public resources.
- Multi-disciplinary & evidence/data based

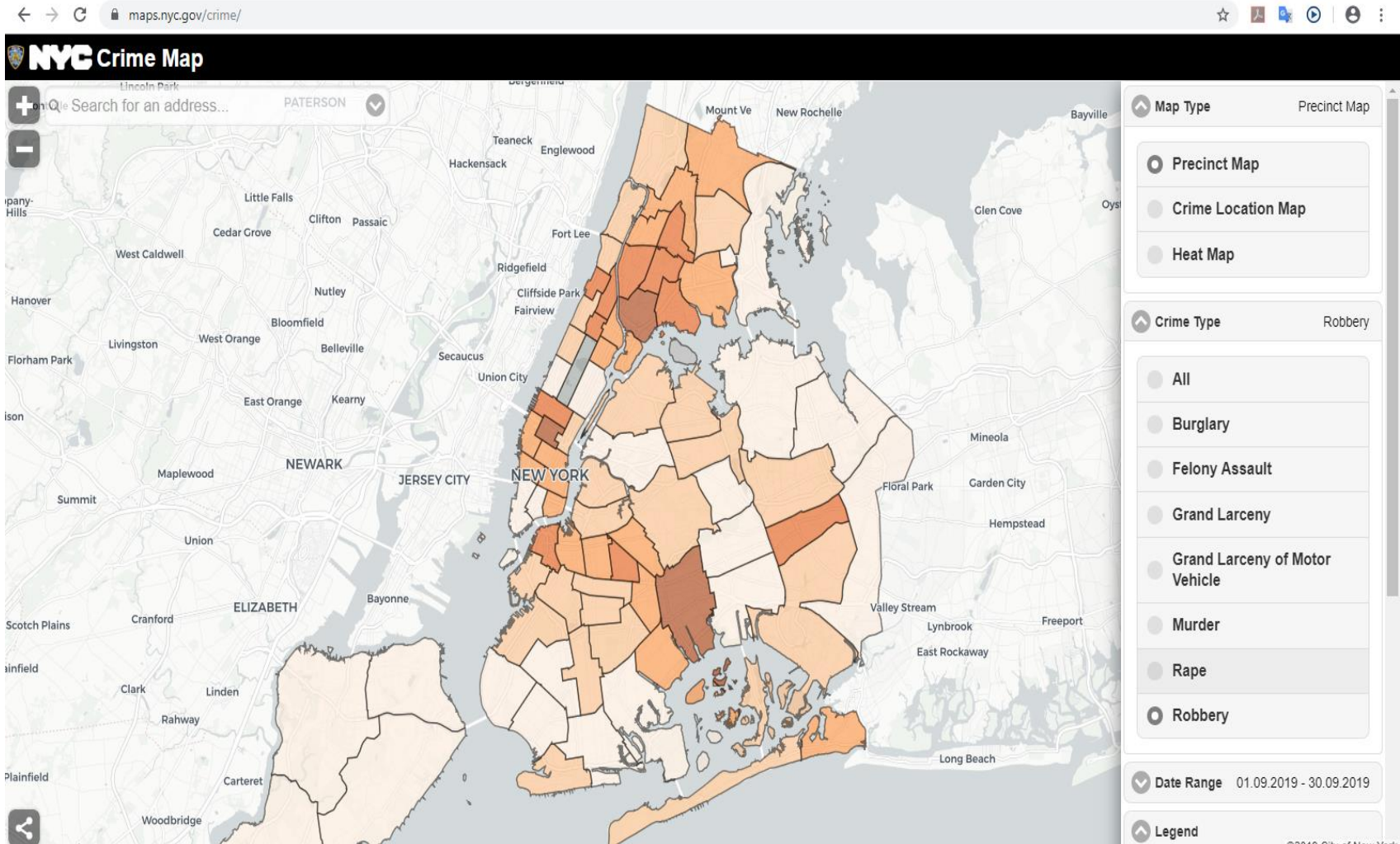
# Public Problems

- Publicness of a problem may change over time.
  - Example: Domestic violence
- How urgent is it?
  - Can we wait?
- Is the problem one of a kind or similar to other problems?
  - Is it open to policy transfer?

# Wicked Problems

- Very difficult problems
  - Very difficult to define
  - Very complex problems with many causes & connections, and multiple actors are involved
  - No clear or possible solution
  - Unstable, any intervention may have unintended consequences

# Evidence/data-Based Policy Making





# Multi-disciplinary Policy Making

- Understanding violence to stop/minimize it.
- Why are some people more inclined to violence?
  - Psychology (Personality?)
  - Sociology (Family? Society?)
  - Communication studies (Movies? Video Games?)
  - Chemistry (Hormones?)
  - Medicine (Brain functions?)



# Smoking in Cars: Public or Private Space?

19/09/26/over-5000-turkish-drivers-fined-for-smoking-in-cars-as-police-enforce-new-law

## Over 5,000 Turkish drivers fined for smoking in cars as police enforce new law

ANADOLU AGENCY

ANKARA

Published  
26.09.2019  
13:48



SABAH Photo

**M**ore than 5,000 people across Turkey have been fined for smoking in cars, the Interior Ministry said Thursday.

A total of 37,065 personnel across the country enforced the smoke-free cars policy Wednesday aided by 169 sniffer dogs.

Some 150,000 vehicles were checked.

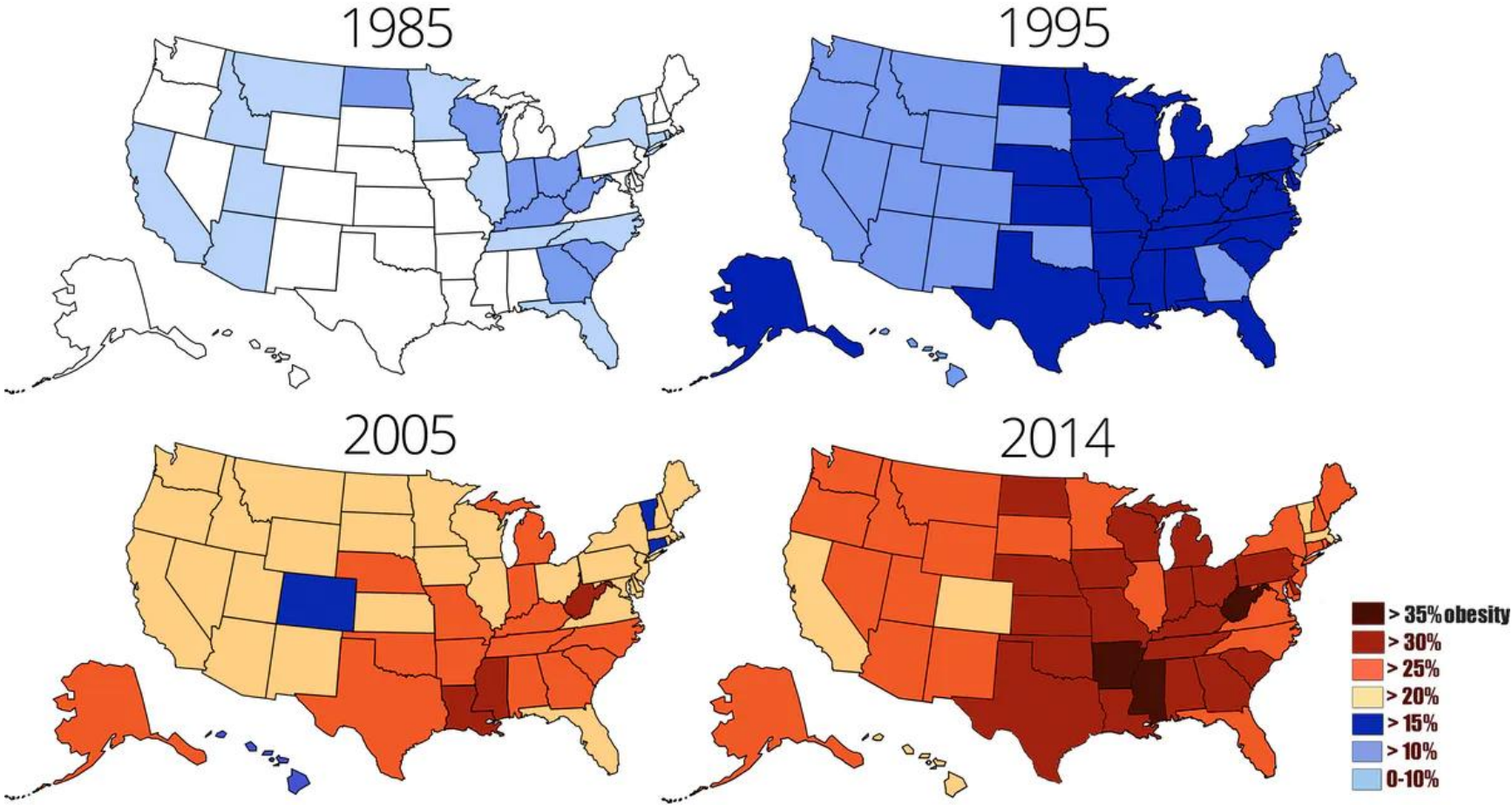
The smoke-free cars policy followed President Recep Tayyip Erdoğan's

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# Obesity Problem: Personal or Public Problem?



# Where do most public policy problems emerge from?

- Government (or governance) failures
  - When government intervention in the economy causes an inefficient allocation of resources and a decline in economic welfare, e.g. government monopolies in telecommunications and energy.
- Market failures
  - When allocation of goods and services by a free market is not efficient, e.g. public goods such as clean air and national defense.
- Social failures
  - Failures in society that may require public sector intervention, e.g. crime, poverty and family breakdown.

# What kind of failure?

← → ↻ [dw.com/en/does-a-sugar-tax-make-sense/av-45089946](https://www.dw.com/en/does-a-sugar-tax-make-sense/av-45089946) ☆ [User Avatars] [Icons]

**IN GOOD SHAPE**

## Does a sugar tax make sense?

The food processing industry uses a lot of sugar - and that has an effect on your health. That's why some countries have introduced a tax on sugar-rich foods. But how effective are such measures?

[f](#) [t](#) [r](#) [e](#) [+](#)



▶ Watch video 01:42

© picture-alliance/empic/A. Devlin

**DATE** 31.08.2015

**DURATION** 01:42 mins.

**Homepage** [In Good Shape - The Health Show](#)

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**Keywords** [sugar](#), [soft drinks](#), [fruit juice](#), [obesity](#), [diabetes](#), [sugar tax](#)

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# Definitions of Public Policy (PP)

- Complex subject, no single/simple universal definition, multiple competing definitions:
  - Identifying & analyzing public problems
  - Speaking truth to power
  - Minimize or maximize something
  - Whatever government choose to do or choose not to do



# Definitions of Public Policy: Identifying & analyzing public problems

(Data from Australia)



# Definitions of Public Policy: Speaking truth to power



- Teen activist Greta Thunberg shames world leaders for climate inaction in her UN speech: **‘How dare you!’**



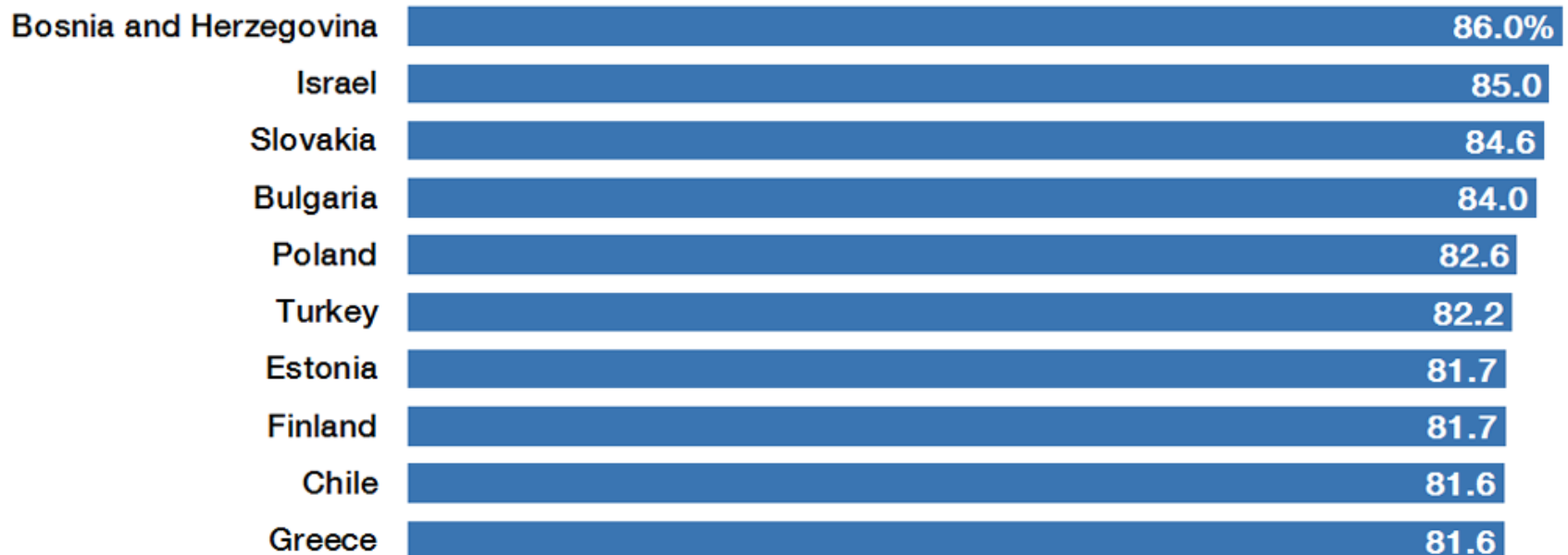
# Maximization Problem: Not Enough Forests in İstanbul



# Minimization Problem: How to decrease smokers?

## Which countries have the highest tax on cigarettes?

Taxes as a percentage of cigarette price. All applicable taxes, 2014



Source: World Health Organisation

# Definitions of Public Policy:

Whatever government choose to do or choose not to do



- Hundreds of people across New Zealand buried their heads in sand to send a clear message to the New Zealand Government.
- **Do something** useful on climate change!

# DEFINITIONS OF PP

- **Actions** of government and the **intentions** that determine those actions
- **No accidental action** or result, but choosing among conflicting goals and alternatives
  - Example: Decreasing domestic abuse or preserving the family unit?
- Manifested in laws, public statements, regulations, etc.



# CONCEPTS OF PP



- Externalities: Unexpected, unintended, unplanned consequences of policy actions
  - Example: Anti-smoking laws or higher taxing decreases cigarette sales, but also decreases the income of tobacco farmers
- Opportunity Cost: The value of the next-highest-valued alternative use of that resource.
  - Example: If a city does not build an animal shelter, what is the second-best use of those resources?

# Intended Actions & Unintended Consequences

- Intended Course of Action
  - Policy goals: Laws, services, taxes, etc.
    - Example:
      - Law 6284: Protect women from domestic violence or protect the family unity?

# Intended Actions & Unintended Consequences

- Unintended, Unforeseen Consequences
  - Externalities (Both positive & negative)
    - Example: Protecting women from domestic violence means more divorces and more husbands seeing their children less







# CONCEPTS OF PP

- 3 separate levels of policy (Example: FATİH Project)
  - Choices- Using more technology in classrooms
    - Made by an actor authorized to make a decision on public's behalf
  - Outputs- Smart screen and tablets in classes
    - A government action
  - Impacts-Improved test scores in language, mathematics, etc. in PISA rankings
    - Direct and indirect impacts



# OECD Pisa Scores

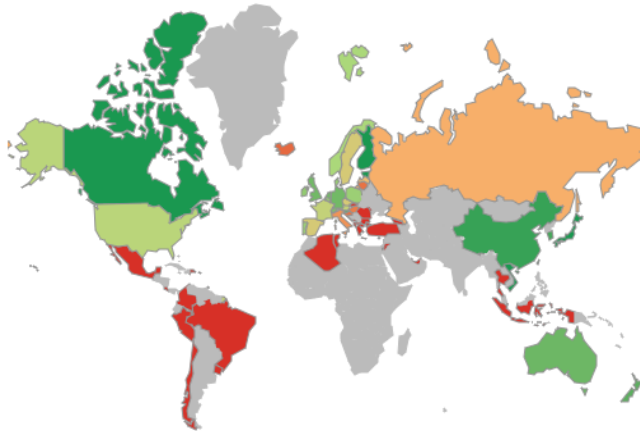
More than half a million 15-year-olds took part in the OECD's latest global education survey, known as PISA.

← → ↻ www.oecd.org/pisa/

[Français](#) [Deutsch](#)

## Results by Country

select country/economy × ▾



Performance - Science ▾

below average above

## PISA 2015 Results

### Volume I: Excellence and Equity in Education

[English](#) | [French](#) | [German](#)

### Volume II: Policies and Practices for Successful Schools

[English](#)

### Volume III: Students' Well-Being

[English](#)

### Volume IV: Students' Financial Literacy (available from 24 May, 11h)

[English](#)

### PISA 2015 Results in Focus

[English](#) | [French](#) | [Spanish](#)

[View the full set of recordings and presentations of PISA 2015 launch events](#)

# CRITICAL COMPONENTS OF PP

1. Represents both action and inaction
2. Involves both formal and informal players inside and outside government
3. Includes a variety of policy actions  
(example, government support for the poor)
4. Intentional actions to achieve a (sometimes vague) goal
5. Leads to intentional and unintentional consequences
6. The process follows predcision, decision and post decision steps

# Policy Making Process Cycle

- Predecision Phase
  - Problem definition
  - Agenda setting
  - Policy formulation
- Decision Phase
  - Policy adoption
- Postdecision Phase
  - Policy implementation
  - Policy evaluation
  - Policy change or termination





## Actions in PP

- Policy actions
  - Legislative
  - Judicial
  - Executive
    - Action:
      - The US decision to drop an atom bomb to Japan during World War II
    - Inaction:
      - The decision not to drop an atom bomb to Soviet Russia during the Cold War



# Inaction in PP

- Example: The decision to accept or not accept refugees to the European Union?
  - Do we **want** to change the economic, political, social status-quo?
  - Do we **need** to change the status-quo?
- Once the status-quo changes, the consequences are unclear.
  - Potential consequences of action versus inaction

# Inaction in PP

- For government
  - Is the status quo politically acceptable?
  - What are the **motivations** to act?
  - What are the **justifications** to act?



# ACTION VERSUS INACTION

	<b>ACCEPTABLE</b>	<b>UNACCEPTABLE</b>
<b>ACTION</b>		
<b>INACTION</b>		

# ACTION VERSUS INACTION

	<b>POLITICAL</b>	<b>ECONOMIC</b>	<b>SOCIAL</b>	<b>ETHICAL</b>
<b>BENEFITS</b>				
<b>COSTS</b>				



# ACTORS & STAGES OF PP

<b>Actors</b>	Policy Design	Policy Adoption	Policy Implementation	Policy Evaluation
<b>Government</b> National Government				
Local Government				
<b>Private Sector</b>				
<b>Non-governmental Actors (Lobbyists, interest groups, citizen activists)</b>				
<b>International Organizations</b>				
<b>Media</b>				

# FORMAL ACTORS

- Operate with constitutional & legal legitimacy in institutional arenas of policy
  - Executive, legislative and judiciary
    - Elected and appointed officials
      - Politicians & bureaucrats
      - Members of Parliament (MPs), mayors...

# INFORMAL ACTORS/PLAYERS

- Experts and academics
- Lobbyists
- Citizen activists
- Political consultants
- Interest groups
- Media
- Think tanks

# Think Tank Reports on Public Policy Issues

sam.gov.tr/sam-paper-no-16-on-turkeys-missile-defense-strategy-the-four-faces-of-the-s-400-deal-between-turkey-and-russia/



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## SAM Papers



### SAM Papers No 16: On Turkey's Missile Defense Strategy: The Four Faces of the S-400 Deal Between Turkey and Russia



The S-400 deal signed between Turkey and Russia has sparked an intense debate in the international arena, where harsh criticisms have been leveled against Turkey, extending from whether Turkey needs to spend billions of dollars to buy an air defense system whose effectiveness has not yet been entirely proven across a spectrum of air-borne threats, to how Turkey's longstanding alliance relationship with the US and its status in NATO as a prominent Ally might be severely damaged due to the country's

increasing degree of rapprochement with Russia.

Hence, this paper will, first of all, explain the reasons behind Turkey's desire to build an elaborate air defense structure, and discuss how and why its successive attempts to reach this objective in collaboration with the allied countries have failed. Second, the paper will highlight the major arguments behind the severe criticisms in the West concerning Turkey's negotiations, first with a Chinese firm, and then with a Russian firm, and how this entire process has become a serious bone of contention between

## Recent Posts

[Perceptions Spring-Summer 2019](#)

[SAM Papers No 17: New Balance of Power in the Eastern Mediterranean and Turkey](#)

[SAM Papers No 16: On Turkey's Missile Defense Strategy: The Four Faces of the S-400 Deal Between Turkey and Russia](#)

[Annual Report 2017](#)

## Recent Events & Announcements

["Turkic Council: The 10th Anniversary of the Nakhichevan Agreement" Conference »](#)

[SAM Talks XI: Prof. Ersel Aydınli »](#)

[Meeting with the DRC of China »](#)

[Presentation to YTB Interns »](#)

[Presentation to Peking University Delegation »](#)

# TYPES OF PUBLIC POLICIES

- **Different typologies**
  - Substantive versus procedural policies
  - Redistributive vs. distributive policies
  - Regulatory vs. self-regulatory policies
  - Material vs. symbolic policies

# Substantive vs. Procedural Policies

- Substantive:
  - Definition: A tangible action, with benefits & costs, advantages and disadvantages
    - Example: Constructing a nuclear plant
- Procedural
  - Definition: Arranging rules, conditions and actors for action
    - Example: Preparing strategic plans



# Substantive or Procedural Policy?

← → ↻ ⓘ www.hurriyetdailynews.com/turkey-builds-700-kilometer-long-wall-on-syrian-border.aspx?pageID=238&nID=114336&NewsCatID=341

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## Turkey builds 700 kilometer long wall on Syrian border

Nuray Babacan – ANKARA

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Turkey has finished the construction of a 700-kilometer wall along its border with Syria to block terrorist infiltration into the country, with Defense Minister Fikri Işık saying a similar wall would be built on the border with Iran in the country's east.

# Redistributive vs. Distributive Policies

- Redistributive
  - Definition: Shift resources, material benefits, rights and privileges among various segments of the population
  - Creates «winners» at the expense of «losers»
    - Example: Urban transformation
- Distributive:
  - Definition: Assignment of goods and services to target populations specified by the government
    - Example: Agricultural subsidies, material aids to the poor, elderly etc.



# Redistributive or Distributive Policy?

aa.com.tr/en/turkey/turkey-to-launch-urban-renewal-project-for-15m-houses/1580159#!

TURKEY

## Turkey to launch urban renewal project for 1.5M houses

Project targets to renew 1.5M houses in 5 years, including 500,000 in Istanbul

Sibel Morrow, Hava Kara Aydın | 12.09.2019



Turkish Environment and Urbanization Minister Murat Kurum (FILE PHOTO)



ANKARA



Turkey will renew 1.5 million houses in five years across the country as part of an urban renewal project of the government, the environment and urbanization minister said on Thursday.



Speaking to the reporters in Istanbul, Murat Kurum said 65,000 renewal projects, including 25,000 to be carried out in Istanbul, would have been completed by the end of 2019.



Out of the 6.7 million buildings which needs renewal, 1.5 million buildings urgently need to be completed within

### Analysis

**ANALYSIS - West holds onto lies it crafted about YPG**

**ANALYSIS - Now for east side of Euphrates: Operation Peace Spring**

**ANALYSIS - Bangladesh's act of balancing Asian giant foes**

**ANALYSIS - Western media launches its propaganda machine before Turkey's operation**

**ANALYSIS - What to expect from**

# Regulatory vs. Self-regulatory Policies



- Regulatory:
  - Definition: Governmentally mandated rules on the actions of specific target populations
    - Example: Airline safety regulations, environmental protection rules (Volkswagen lies about its cars' CO2 emissions)
- Self-regulatory
  - Definition: An attempt to self-manage rules that restrict or control the behavior by the target population itself.
    - Example: Professional standards, for attorneys, doctors, etc.

# Regulatory or Self-regulatory Policy?

← → ↻ [www.bbc.com/news/world-asia-china-38714949](http://www.bbc.com/news/world-asia-china-38714949)

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### China birth rate up after one-child rule change

23 January 2017 | China



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Few young Chinese people have grown up with siblings

Birth rates in China rose to their highest level since 2000 last year, despite a fall in the number of women of childbearing age, say officials.

The increase follows the relaxation of China's strict one-child policy **a year ago**.

There were 17.86 million births in 2016, an 7.9% increase on 2015, **according to National Health and Family Planning Commission (NHFP) statistics**.

# Material vs. Symbolic Policies

- **Material:**
  - Definition: Provide tangible benefits or power to their beneficiaries, or impose real disadvantages on affected parties
    - Example: Monetary support for parents, who would like to send their kids to private schools (school vouchers)
- **Symbolic:**
  - Definition: Principally rhetorical and seek to inform or persuade populations
  - Attempt to appeal to emotions
    - Example: Speech calling for World peace



# Material or Symbolic Policy?

theguardian.com/environment/2019/sep/23/greta-thunberg-speech-un-2019-address

**Greta Thunberg**

## Greta Thunberg condemns world leaders in emotional speech at UN

- Thunberg, 16, says governments have betrayed young people
- 'You are not mature enough to tell it like it is. You are failing us'

**Oliver Milman** at the United Nations

@olliemilman

Mon 23 Sep 2019 20:27 BST



10.576



▲ Greta Thunberg to world leaders: 'How dare you - you have stolen my dreams and my childhood' - video

Greta Thunberg has excoriated world leaders for their “betrayal” of young people through their inertia over the climate crisis at a [United Nations](#) summit that failed to deliver ambitious new commitments to address