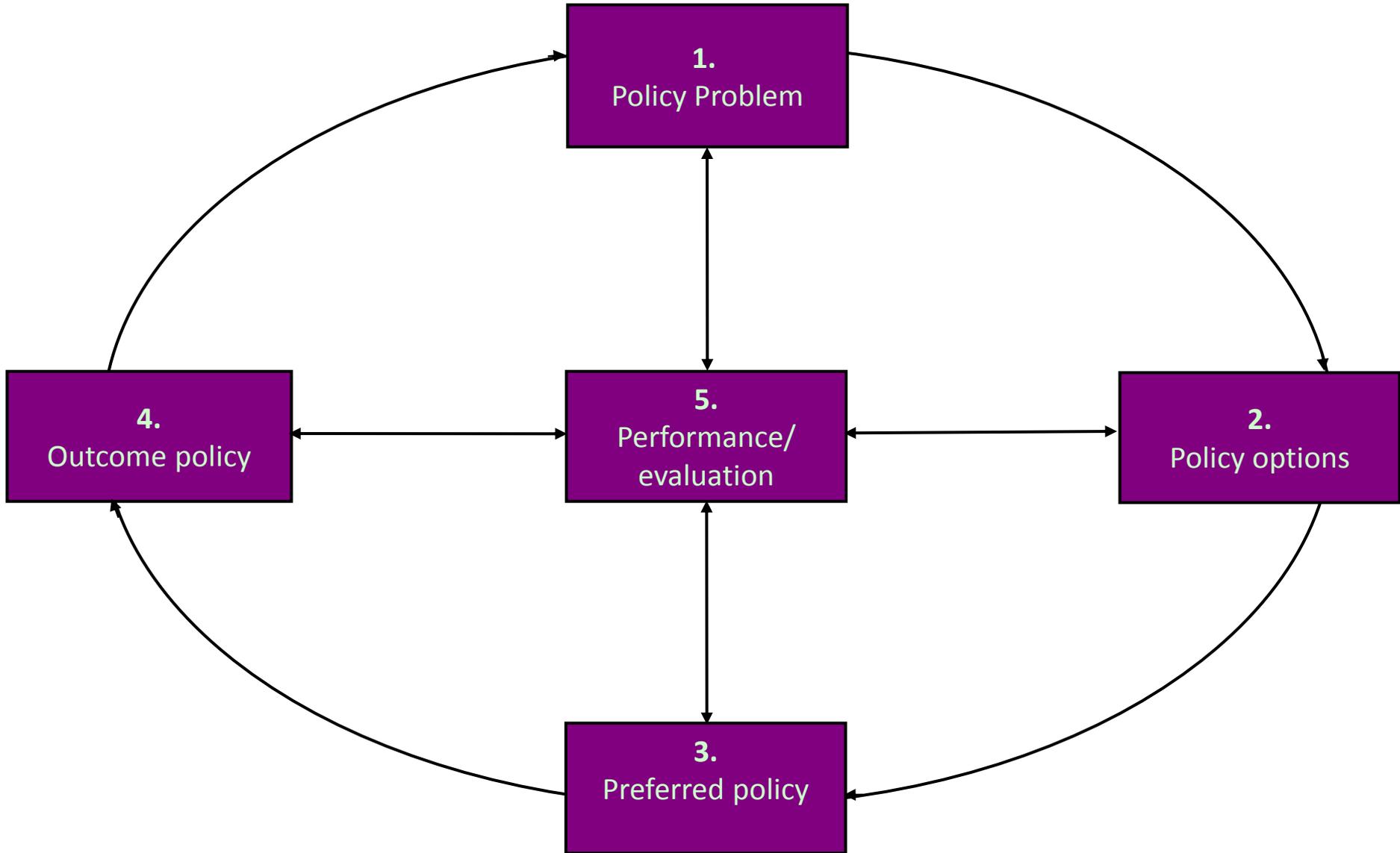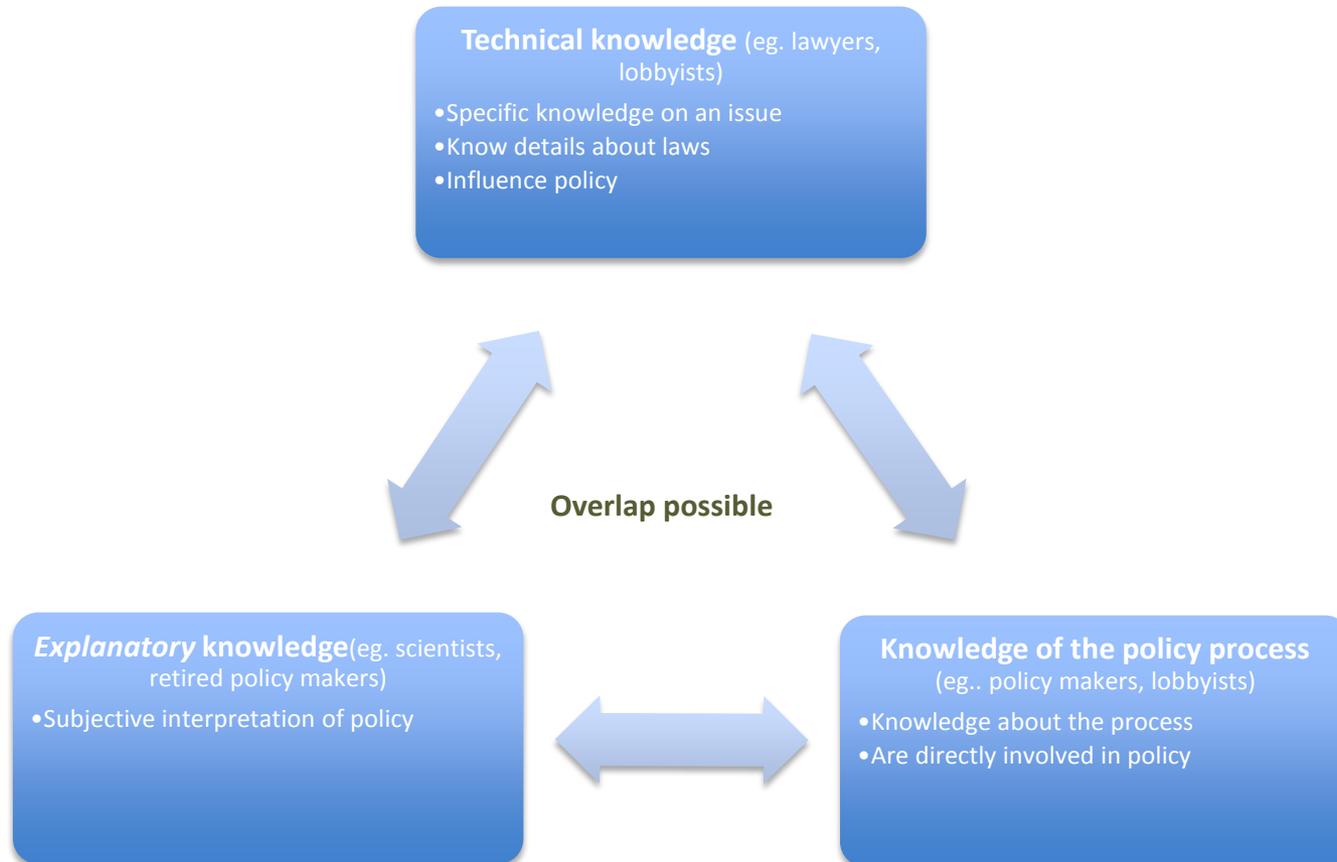# Policy analysis

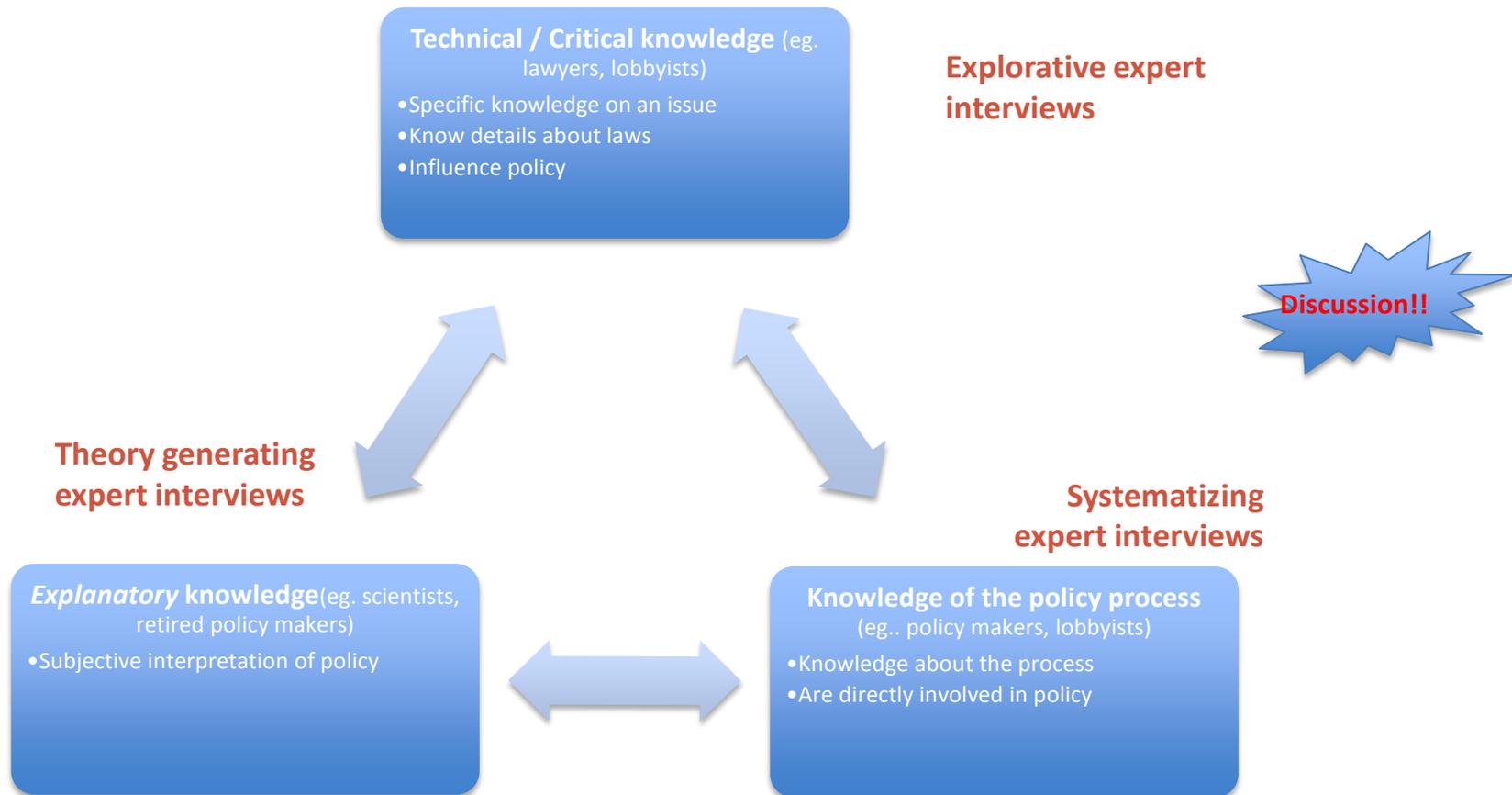# What is (media) policy analysis?

- Multi-purpose
  1. Analysis **of** the policy process
     - Description
     - *About communication policy* (Laswell 1970)
  2. Analysis **for** the policy process
     - Prescription
     - *Informs communication policy makers* (Laswell 1970)
- Multi-value
  - Often a normative component to policy analysis
    - Goals of media policy differ < perspective on takes
    - Evaluation of goals might differ < perspective on takes
    - …
  - Value judgments about
    - Rights: privacy, intellectual property, freedom, …
    - Media products and services: quality, universality, pluralism, …
  - Be explicit!

Expertinterviews

Policy analysis through expert interviews

Technical knowledge (eg. lawyers, lobbyists)
- Specific knowledge on an issue
- Know details about laws
- Influence policy

Overlap possible

Explanatory **knowledge**(eg. scientists, retired policy makers)
- Subjective interpretation of policy

Knowledge of the policy process
(eg.. policy makers, lobbyists)
- Knowledge about the process
- Are directly involved in policy

Technical / Critical knowledge (eg. lawyers, lobbyists)
- Specific knowledge on an issue
- Know details about laws
- Influence policy

Explorative expert interviews

Discussion!!

Theory generating expert interviews

Systematizing expert interviews

Explanatory **knowledge** (eg. scientists, retired policy makers)
- Subjective interpretation of policy

Knowledge of the policy process (eg.. policy makers, lobbyists)
- Knowledge about the process
- Are directly involved in policy

Document analysis

Document analysis as source of information

- Not so much the text, but the <u>information in the text</u> = data
  - *"Sources to document a process"* (Skogerbo, 1996: 50)
  - *"… it is assumed that documents somehow reflect the interests or actions of their authors or in some other way represent the facts of the policy process they refer to."* (Karppinen and Moe, 2012: 185)
- From source to facts
  - Description of rules and policy/legal concepts
  - Description of political statements, intentions, ambitions, goals, …
  - Historical evolution in policy
  - ! Use quotes (do not exaggerate)

2. Documents as study object

- Documents as <u>text</u> / <u>social construct</u>
  - Make use of discourse analysis, argument analysis, *metaphor* analysis, …
  - …*"it is the language of the documents itself that is of interest. Rather it is assumed that the themes and discourses, as well as the framing of policy problems they convey, are somehow politically consequential irrespective of the traditional institutional explanations. The hypothesis is that when revised frameworks of meaning become part of the public domain and are routinely used, social reality itself has changed."* (Karppinen and Moe, 2012: 186)
  - E.g., concept 'ecosystem' in Flemish media policies
- Language/documents important to turn issues into political and policy problems
  - *"… events need to be transformed into political language…"* (Karppinen and Moe, 2012: 187)

Case study analysis

Case studies in media policy research

- Often case studies = country studies
- Classification often used to select cases = Hallin en Mancini (2004) 'Comparing Media Systems: Three models of media and politics'.
  - Sets out from the idea that political structured are reflected by the media. Differences in media policy often explained by differences in political structures and ideologies.
  - Make a distinction between (for Europe and US):
    - Polarized Pluralist model
    - Democratic Corporatist model
    - Liberal models
    - (Post-communist model) (added later)
  - In comparative research: often one case from each type (focus on differences), or several cases from one type (focus on similarities and differences)
  - Are the findings in line with the characteristics of the model of Hallin and Mancini?

Focus on stakeholders

- Often used within case study set-up
- Policy as a process <u>and</u> the result of stakeholders
  - "policy decision [the] result of a process characterised by formulation of views and interests, expressed by actors or stakeholders that adhere to a certain logic and that engage in debate and work towards a policy decision on relevant forums" (Van den Bulck, 2012, p. 219)
- Focus on 'how' policy emerges and evolves
- Stakeholders are diverse
  - Not only government
  - But also companies, interest groups, NGO's, …

Focus on stakeholders

- Stakeholders on several levels
  - Local, regional, national, supranational, international
  - Executive, legislative, judicial, …
  - Economic, social, cultural, political, …
- Not all stakeholders participate directly in the policy process; this does not mean they cannot influence it
- ! Identify all stakeholders / policy issue
  - Consequently, you can opt to focus on the most relevant ones

Focus on stakeholders

- After identification ➔ description and analysis:
  - Who is the stakeholder?
  - What are its interests?
  - What are its ideas?
  - What is its position towards a specific policy domain/initiative?
  - Is the stakeholder allied to other stakeholders?
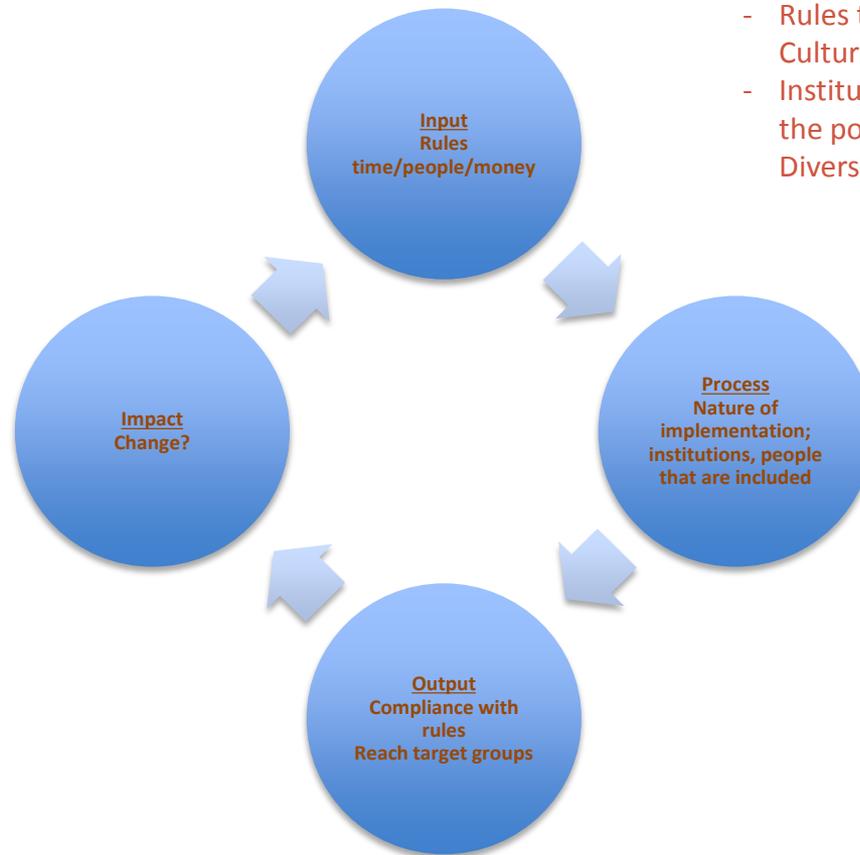 - What is the relative 'weight' or importance of the stakeholder?

How do you analyse them?

Policy monitoring and evaluation

What is monitoring? (1)

- After implementation of policy ➔ how did policy turn out?
    - *"The consequences of policies are never fully known in advance. For this reason, much of the work required to assess the consequences of policies is carried out after they have been adopted. … policy hypotheses must be tested against subsequent experience."* (Dunn, 2012: 245)
    - E.g., Have quotas on independent and European productions furthered the independent television industry in Europe?

What is monitoring? (2)

Input
Rules
time/people/money

Process
Nature of implementation; institutions, people that are included

Output
Compliance with rules
Reach target groups

Impact
Change?

Policy can 'go wrong' at the level of input, process and output
- Rules that are unclear (input) (E.g., Convention Cultural Diversity)
- Institutions that lack the means to carry out the policy (process) (E.g., Convention Cultural Diversity)