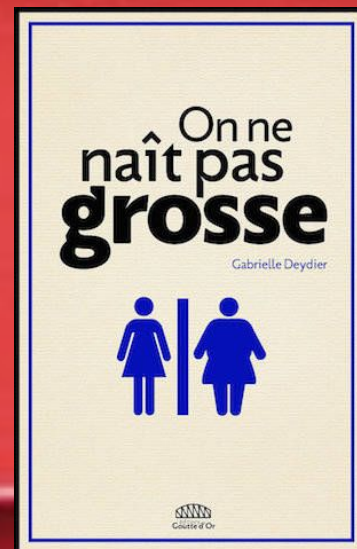




# Tutorials in Public Policy

**Tutorial 2**



**Grossophobie. Gabrielle Deydier : «Tous les jours, on me traitait d'handicapée»**

video

**DIABETES**  
**HIGH BLOOD PRESSURE**  
**STROKE**  
**CERTAIN CANCERS**

---

**OBESITY**

video



L'obésité est une **maladie qui se soigne.**  
**Pensez à vous, prenez soin de vous.**



avec l'aimable participation de Magloire et le soutien institutionnel de Johnson & Johnson Medical Devices

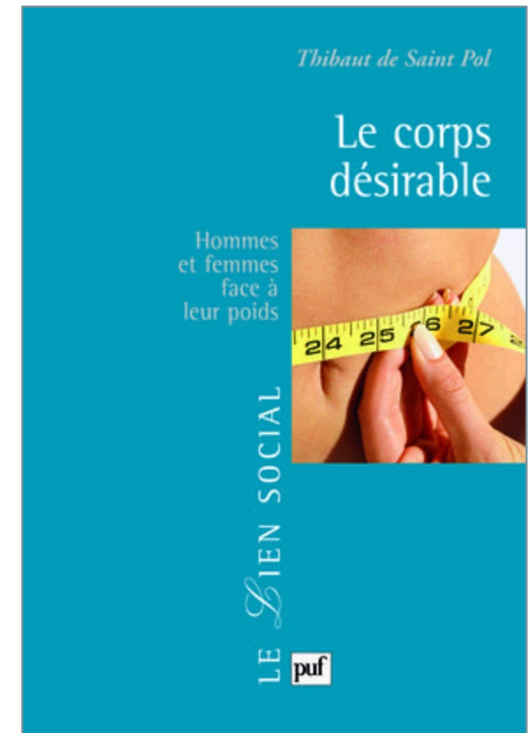
# Framing an issue

## What?

Social distribution of prestige/shame  
Stigma and stigma reversal (Goffman)

## Who?

Mass and elite perceptions  
Authority and expertise (*esp. over causes*)



## **Fat shaming is officially over**

**New obesity guidelines aim to transform obesity from a stigmatized condition to a medical condition.**



**Contre le Ceta et la malbouffe, "la désobéissance civile et la non-violence sont les armes des citoyens", selon José Bové**



**video**

# Global field dynamics

## Why?

*beyond* cultural differences

cross-country/region comparisons

## What?

anti-Americanism, anti-globalization

protectionism and national pride



Le repas  
gastronomique  
des Français®



Patrimoine  
de l'UNESCO

# Dissect Saguy, Gruys and Gong (2010)

## Research question and theory

What's the motive behind the research?

What theories do they rely on? (framing, claims-making...)

## Data and methods

esp. re: cross-national media and culture analysis

→ be critical: what are its merits and shortcomings?

## Hypotheses and findings

Do the authors find what they expected to?

What is least/most surprising about their results?





**10' break**

# Workshop roadmap for today

[link.infini.fr/ppol-2022](http://link.infini.fr/ppol-2022)

- **Finalize group composition**

Group composition will be final after today

- **Specify your policy topic**

Could you study it as in Saguy, Gruys and Gong (2010)?

- **Apply the 'stages-based' approach**

Do you manage to make your topic go 'through' it?

# Start working on your **presentation proposal**

[link.infini.fr/ppol-2022](https://link.infini.fr/ppol-2022)

Relevant document:



PPOL-2022-presentation-proposal

- **Read the instructions** on page 2

Ask any questions right now, **in class**

- **Download** a copy of the document (File → Download)

... in an editable format (e.g. DOCX, RTF)

- **Fill it in as a group** and upload it to



Student proposals

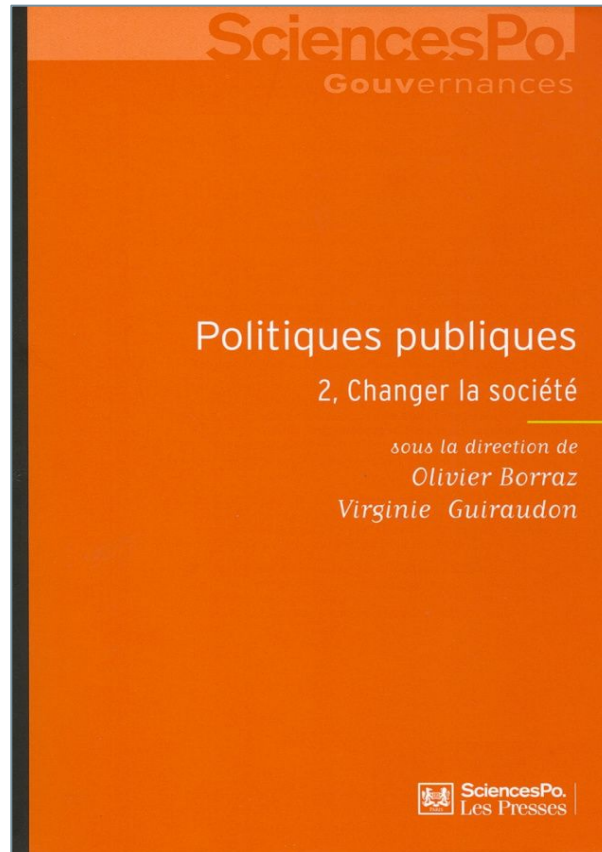
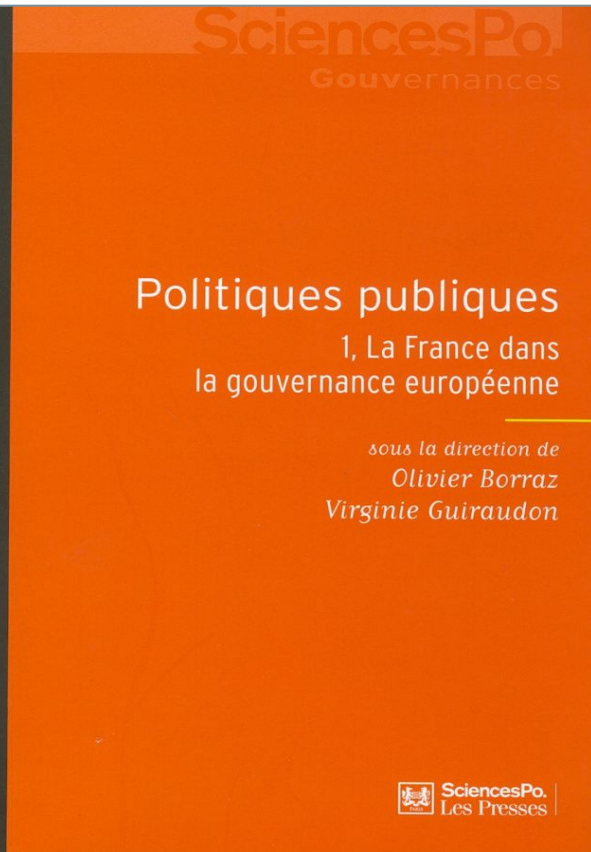
The deadline is **Tuesday 18 October at noon**

# Example policy domains (repeated from Tutorial 1)

- |  |  |
|--|--|
| <b>4 The Single Market</b><br>Alasdair R. Young              | <b>12 Environmental Policy</b><br>Andrea Lenschow                        |
| <b>5 Competition Policy</b><br>Stephen Wilks                 | <b>13 Biotechnology Policy</b><br>Mark A. Pollack and Gregory C. Shaffer |
| <b>6 Economic and Monetary Union</b><br>Kathleen R. McNamara | <b>14 Fisheries Policy</b><br>Christian Lequesne                         |
| <b>7 Agricultural Policy</b><br>Elmar Rieger                 | <b>15 Trade Policy</b><br>Stephen Woolcock                               |
| <b>8 The Budget</b><br>Brigid Laffan and Johannes Lindner    | <b>16 Eastern Enlargement</b><br>Ulrich Sedelmeier                       |
| <b>9 Cohesion and the Structural Funds</b><br>David Allen    | <b>17 Foreign and Security Policy</b><br>William Wallace                 |
| <b>10 Social Policy</b><br>Stephan Leibfried                 | <b>18 Justice and Home Affairs</b><br>Sandra Lavenex and William Wallace |
| <b>11 Employment Policy</b><br>Martin Rhodes                 |  |

(Wallace, Wallace and Pollack)

# More policy domains (not just for France)





## Example policy *topics* (repeated from Tutorial 1)

**ABSTRACT** This article explains the relaunch of the European Union's (EU) economic reform agenda in 2010. After repeated delays during 2009, the European Commission scaled back its initial plan for a revived social dimension and instead proposed a strengthened governance architecture of economic surveillance.

*Topic* =

( *Policy* ) + ( *Level(s) of government* ) + ( *Where* ) + ( *When* )

Adaptive policy implementation: Process and impact of Indonesia's national irrigation reform 1999–2018

Setting the **Immigrant Policy** Agenda: Expertise and Politics in the Netherlands, France and the United Kingdom

Scholten and Timmermans, 2010

The Conflict of Conflicts in Comparative Perspective.  
**Euthanasia** as a Political Issue in Denmark, Belgium, and the Netherlands

Green-Pedersen, 2007

**Tobacco Control** Policy in Western Europe: A Case of Protracted Paradigm Change

Studlar, in Capano and Howlett 2009

The Politics of Numbers. Framing **Intra-EU Migrants** in the Netherlands

van Ostaijen and Scholten, 2017

The Role of Ideas in Policy Transfer: The Case of UK **Smoking Bans** since Devolution

Cairney, 2009

The Liberalisation of the German Social Model:  
Public–Private **Pension Reform** in Germany since 2001

Bridgen and Meyer 2014

# Selection criteria for policy *topics*

- **Empirical**

Exists and has been studied (cf. Tutorial 3)

- **Specific**

Circumscribed in space and time

- **Collaborative**

Based on your group's consensus

**Settle on a topic now, revise and refine it later.**

FAT  
IS NOT  
A FOUR  
LETTER  
WORD

CIVIL  
RIGHTS:  
ONE SIZE  
FITS ALL!

HEALTH  
CARE  
for  
ALL

FAT  
FREEDOM

BODIES!

See you next week

