

# Taking research to policy

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# Always the starting point: The audience

- Accurate identification most important
- Prioritization necessary
  - All audiences are not equally important
- The audience defines message and mode of delivery

# Example: How LIRNEasia identifies its audiences

- One of LIRNEasia's objectives is effective, evidence-based engagement in broadband policy and regulation (for simplicity, let's focus on broadband)
- Who should our priority audiences be?
  - Government policy makers
    - Within sector ministry
    - In Finance and other ministry
  - Regulators and senior staff
  - Politicians
  - Key stakeholders

Who should your priority audiences be?  
Different answer depending on research

# Aristotle on effective communication

- **Ethos (Credibility)**, or **ethical appeal**, means convincing by the character of the author/orator
- **Pathos (Emotional)** means persuading by appealing to the reader/viewer's emotions
- **Logos (Logical)** means persuading by the use of reasoning. This is the most important element for people like us, and Aristotle's favorite

# Pathos and Logos

- Good research is logos
- Pathos?
  - Story
  - Key words/phrases
  - Other aspects
    - Meta communication: respecting the audience
      - Attitude to time

# Ethos, the hard one

- Is not built in a day
- Not everyone can get interviewed on the evening news

# Ethos in practice



- Grace Mirandilla Santos at second public hearing of the NTC on its proposed memorandum circular on broadband QoS. She reiterated LIRNEasia's recommendations that diagnostics should take into consideration consumer experience, must be transparent and results published in a format that consumers can understand and use, should help inform consumers' decisions when availing of services (e.g., publishing average or typical speeds per ISP per city). Her recommendations have been seconded by Senator Bam Aquino.



# Grace Mirandilla Santos

- An independent ICT policy researcher from the Philippines, Grace has been with CPRsouth since 2007. Selected a Young Scholar at the inaugural CPRsouth1 in Manila, she then participated as a paper presenter at CPRsouth 2, 3 and 4 and has a co-authored paper at 10.
- She has consulted for various agencies including The Asia Foundation, Center for Research and Communication, USAID, AusAID, and ADB. She has published book chapters, journal articles, and policy papers and briefs on telecom policy, ICT for development, and e-democracy. Grace writes a regular blog for industry publication TelecomAsia and is a member of the Internet Society – Philippines Chapter.
- She exemplifies what LIRNEasia sought to achieve through the building up of CPRsouth. CPRsouth identifies persons whose attitudes and personal incentives cause them to want to engage with policy processes in their own countries..

# How does LIRNEasia reach its priority audiences?

- In formal settings, such as public hearings or consultations
- Comments on white papers
- Face-to-face meetings
- At conferences attended by decision makers
- Informal interactions

# Attention is the most scarce and most valuable resource

- Becomes even more scarce as person becomes more powerful → Hard to get time/attention of the truly powerful decision makers
- How do they make decisions on who to pay attention to?
  - Ethos
  - Will contemporaneous media coverage help?

# Symbolic universe

- We all live in the physical world; we also live in a symbolic world, constituted by media, new and old
  - Present day government decision makers are mostly influenced by print media
    - Not evanescent
    - Can be clipped and passed around (in some cases, routine services)
    - Not reduced to sound bites
    - Online content lives for ever
  - TV is the most powerful in terms of numbers
  - Radio is the least important
  - New media are becoming increasingly powerful

# How do you get on the “Rolodex”?

- Getting the first interaction is key; but the second interaction is the most vital
  - Be accessible
  - Return phone calls
  - Demonstrate empathetic understanding
- They have their own questions, sometimes driven by ideology
  - You want to get your point across, but unless you satisfy their demand they will not let you do it
- Journalists are trained to ask simplifying questions, e.g., what does this mean for the “common man”
  - Do not be irritated but try thinking the issue through beforehand

# “Topic windows”

- Media have their own rhythm
  - Most of the time, you have to adjust to it
  - Anniversaries, government actions, big events abroad
  - How can you shape the agenda (not as an individual but as an organization)?

# When topic windows & policy windows coincide . . .

www.thejakartapost.com/news/2014/09/06/ensuring-broadband-connectivity-a-mounting-task-jokowi.html

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Opinion

## Ensuring broadband connectivity: A mounting task for Jokowi

Ibrahim Kholilul Rohman, Seville, Spain | Opinion | Sat, September 06 2014, 10:02 AM

The recent presidential election boasted a high turnout and increased the hopes for president-elect Joko "Jokowi" Widodo. Several areas need to be tackled by Jokowi, among which a major concern is related to the Information and Communication Technology (ICT) sector, one of the fastest-growing and promising sectors in the country.

Even though the telecommunications sector has been experiencing a decline in growth in the last couple of years, from around 30 percent in

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Ibrahim Kholilul Rohman, 06/09/14

# Policy windows

- “**Unpredictable** openings in the policy process that create the possibility for influence over the direction and outcome of that process.”
- “These windows sometimes open regularly (e.g., cabinet shuffles and budget speeches), but who makes successful use of them or not is a **matter of chance and skill.**”
  - Kingdon, John W. 1995. *Agendas, Alternatives, and Public Policies*, 2nd ed. Ann Arbor, MI: University of Michigan Press.