

T04P04 / The Relationship between Public Opinion and Public Policy: A Paradigm Shift

Topic : T04 / Problems and Agenda Setting

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GENERAL OBJECTIVES, RESEARCH QUESTIONS AND SCIENTIFIC RELEVANCE

The relationship between public opinion and public policy has witnessed evolutionary change for centuries. Democratic institutions give their citizen a voice in their government; however, research is insufficient to show causal interaction of public opinion and public policy in democratic systems. We aim in this panel to review the recent dynamics of this relationship and examine the balance of power and its role in agenda settings. How the use of scientific methodologies in public opinion analysis have empowered public policy and vice versa, how the use of modern tools and indicators are allowing for a more proactive policy making approach. The panel will also bring reference to Walter Lippmann's literature on public opinion (1922) and its evolution in the past century including theories of communication and the future of social media.

Questions this panel intends to answer include: What are the changes in measurement of public opinion? How public opinion trend analysis benefit policy makers? New trends in public opinion research, how the response from governments towards public opinion changed over time? Where are we heading and what are the key global trends affecting this relations?

CALL FOR PAPERS

This panel will provide a platform for policy practitioners, researchers and academia to discuss the changes in methodologies of public opinion research and invite discussions on the balance between public opinion and agenda setting. The discussion aims to establish an understanding of new engagement tactics and tools needed to empower this relationship.

The papers for this panel can consider the following subject areas:

- Case study: Public Opinion Analysis Methodology
- New forms of measuring public opinion for public policy
- Public Opinion Trend Analysis as ground research for public policy
- New trends in 'Spatial Analysis' in public opinion and its effect on public policy decisions.
- How public policy can help manage public opinion?
- The interaction between public opinion and national interest

The papers and discussions from this panel would be used to develop a volume on the dynamic changes in public opinion and its influence on public policy.