



PROTEMO INSIGHTS

# Policy Change Is Emotional, Not Just Rational



based on  
Maor, Moshe. 2024. “***An Emotional Perspective on the Multiple  
Streams Framework.***” *Policy Studies Journal* 52(4): 925–940

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# The **Myth** of Rational Policymaking

We like to think **policymaking is logical**:

 Evidence →  Options →  Decision

But in reality, **policy windows** open when **people feel something** — urgency, anger, hope, fear.



# The Multiple Streams Framework (MSF)

According to the MSF, change happens when three “streams” align:

- 1 A **problem** gets attention
- 2 A **policy** solution is ready
- 3 The **political climate** allows it

That’s when a **window of opportunity** opens.

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# Emotions: The Missing Piece

Look closer, and **emotions** shape all three streams:

- 💥 Problems that *feel urgent* rise faster
- 💡 Policies that *resonate emotionally* spread wider
- 🔥 Political *moods* can make or break timing

Without **emotional alignment**, even great ideas stall.



# Why **Emotions** Belong in the MSF

Bringing emotions into political science helps explain:

- ⚡ Why some issues **catch fire**
- 🧠 Why facts alone **rarely move policy**
- 💬 Why great policy entrepreneurs **connect hearts and minds**





# Want to know more about the power of emotions in politics?

Read the full publication “***An emotional perspective on the Multiple Streams Framework***” by Moshe Maor



Link in the first  
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