

PROTEMO INSIGHTS

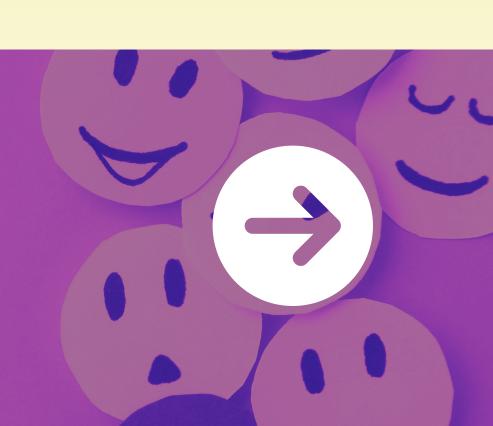
Policy Change Is Emotional, Not Just Rational



based on

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

#PROTEMO



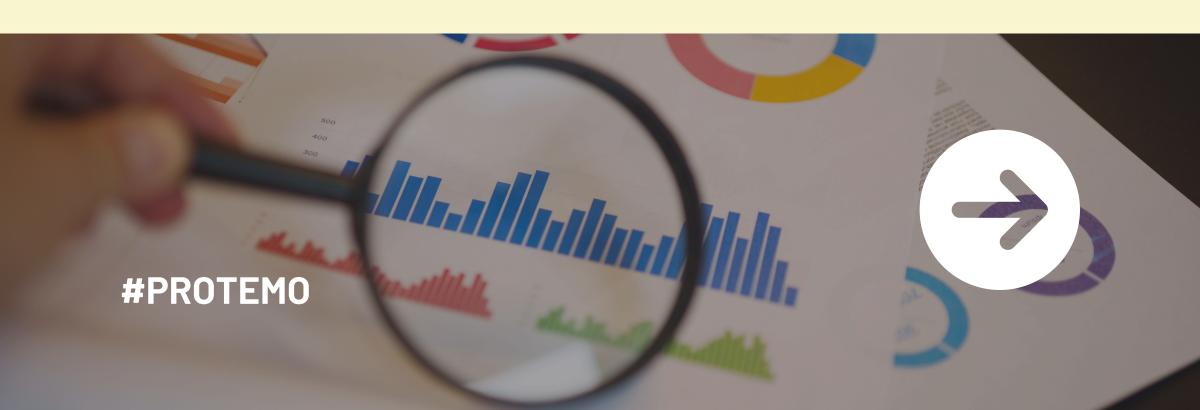


The Myth of Rational Policymaking

We like to think policymaking is logical:

🚻 Evidence 🗕 🦹 Options 🗕 🚺 Decision

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



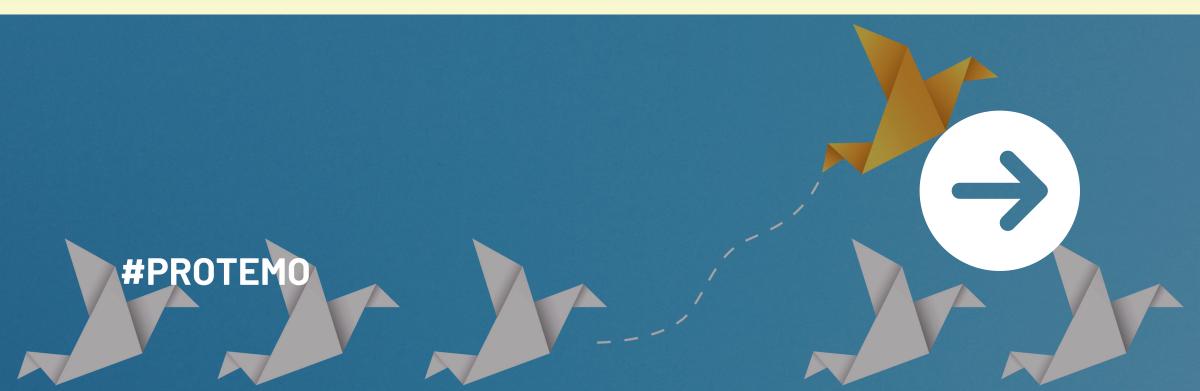


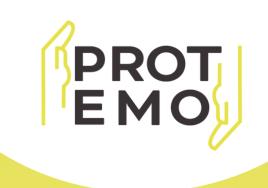
The Multiple Streams Framework (MSF)

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

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

That's when a window of opportunity opens.





Emotions: The Missing Piece

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

- Problems that feel urgent rise faster
- Policies that resonate emotionally spread wider
- Here 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 comment!