

1. The “instruments” of rational governance are sometimes lumped together into three families: carrots, sticks and sermons. What are these families? And, what are the strengths and weaknesses of thinking about governance in terms of these instruments?

Throughout the “policy process” model, multiple instruments of rational governance are used in an attempt to influence political actors and their relationships. These instruments are sometimes lumped together into three families: carrots, sticks, and sermons. Thinking about governance in terms of these instruments has both strengths and weaknesses. Strengths include the ability to influence either groups or individuals, diminish or enlarge freedoms, and allowing for government control of important resources. Weaknesses include limitations over the resources that governments need at their disposal, NATO.

The transition from government to governance occurs when the government is no longer seen as the single central unit but rather becomes a mix of private companies with both the community and the state. Under governance, policy instruments are utilized as problem solving strategies for multi-actor networks. These instruments can be grouped into three families that use different tools: nodality; authority; treasure; and organization, in order to influence behavior. The family of legal instruments, sticks, includes obligatory legal norms such as laws that stimulate citizens to follow some norm. The family of economic instruments, carrots, attempts to appeal to cost/benefit assessment that citizens, companies, etc. make. And lastly, the communicative family of policy instruments, sermons, provides information and sets up a dialogue in order to influence behavior

The instruments of rational governance are sometimes lumped together into three families. A major strength of instruments that are derived from the three families is that different

categories exist that make a distinction between attempts to affect either individual or general behavior and attempts to either restrict or enlarge citizen's rights. Instruments that make use of the three families, therefore have even more direction in trying to influence behavior a certain way for certain participants. First, instruments can work to affect the behavior of either individuals or groups. For example, the communicative family can use advice if it is trying to influence the behavior of a single individual or create mass media campaigns if it intends to influence the general behavior of political participants (Becker et al 194-195). Similarly, the economic family can place fines or tax participants in order to restrict citizen rights or give out subsidies if it instead intends to enlarge citizen's rights (Becker et al 194-195). Certain tools mentioned above can be used to further alter the relationship between groups. For example, "...by making use of a rather permanent stream of subsidies government can make citizens or companies more dependent on them, once a subsidy has been given and has been accepted. In doing so they can control the access to vital resources... This implies that the use of policy instruments can also be seen as a government strategy in order to influence the positions of actors and relations between them" (Becker et al. 197-198). Policy instruments can be used for multiple purposes and give actors the ability to influence groups of different sizes in different directions.

The different families of instruments have another separate distinction that can be made: effectors vs defectors. These are instruments that work to impact society and to take information in. Effectors and defectors need to make use of four resources, NATO, in order to influence society, however, each of these resources has its own limitations. First, nodality which refers to being in the center of an informational network is limited by the credibility of information. For example, false or misleading information prevents an actor from being "able to generate the

broader picture” (Becker et al. 199). Secondly, authority, which refers to the possession of legal or formal power, is limited by different legal regulations that are already in place. For example, giving a certification of healthy stock to a farmer requires that the political official abide by the standards of certification. Thirdly, treasure, which refers to anything with money-like property, is limited in amount and cannot always purchase the influence of everyone. And lastly, organization, which refers to individuals’ possessions; capabilities; and resources, is limited in available capacity. For example, mass media campaigns are only directly influencing the behavior of those who they have the means to reach and not those who they cannot. These all prove to be weaknesses of the system because while the tools remain useful, their capabilities are only useful up to a certain point.

Overall, throughout the “policy process” model, different tools of rational governance are utilized to influence the behaviors of different political actors and groups. They are lumped together into families of carrots, sticks, and sermons that carry strengths and weaknesses. Strengths include the ability to influence either groups or individuals, diminish or enlarge freedoms, and allowing for government control of important resources. Weaknesses include limitations over the resources, NATO, that governments need at their disposal. Ultimately, they play an immense role in shaping how political actors think and how policy is created.

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