

考試科目	公共政策	系所別	公共行政學系	考試時間	2月19日(日)第二節
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一、(30%，一題十分) 請簡述下列三個公共政策理論的概念，並舉例說明之。

- (一) 重分配政策 (redistribution policy)
- (二) 行為公共政策 (behavioral public policy)
- (三) 政策窗 (policy window)

二、(20%) 近年台灣地方政府各局處因為政策行銷的需要，很流行推出「吉祥物」來做形象代言人，不過，經過標竿學習的結果，政府每個單位都作自己的吉祥物，好不熱鬧，但是真正的效果如何，需要更多的深入探索。舉例而言，台北市議員許淑華就在 2016 年 11 月 18 號的市政總質詢上，就將台北市各局處的 30 多隻吉祥物中的 14 隻找上質詢台，結果柯 P 市長本人無法全部答出來，還問吉祥物說「你是哪個單位的？」(如附圖)。

請以政策行銷相關理論論述出發，評論這個新聞。



(圖片來源：聯合新聞網，<https://udn.com/news/story/3/2112352>)

備

註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。

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三、在政策執行研究中為何會出現「由上而下」(top-down)與「由下而上」(bottom-up)兩種觀點與爭論？如何調和兩者之分歧？(20%) 試舉實例說明這爭論背後之學術涵義。(5%)

四、請閱讀以下相關公共政策研究特徵之文章摘錄後，依其內容說明為何公共政策研究相對複雜？(25%)

Public policy as a focus of systematic comparative analysis is more complex than such phenomenon as electoral votes, legislative roll calls, incidents of political violence, and elite ideologies. It is more complex on at least four counts, which we will elaborate and illustrate in the discussion to follow. These are:

1. The policy process takes place over time, sometimes over a long period of time. This leads to difficulty in explaining "the process", as a simple unit. Even if one attempts to explain specific outcomes, the explanatory forces invoked almost invariably involve characteristics of this long and shifting process. Two sorts of difficulty arise:
  - a) As the process proceeds over time, it can involve a large number of decision points, e.g., the decision of a subcommittee chairman, a Senate roll call, a presidential compromise, and the decision of an appellate court. The contents of each of these outputs might be called "public policy" and might be predictable by public policy theory. But we do not want theories to be oriented toward or tested upon inconclusive or tentative decisions. Nor do we want them constructed so as to predict the characteristics of the rubber-stamping process. We want somehow to focus only on "significant" outputs.
  - b) The idea of a predictive theory of public policy demands that the values of the predictors be determined at some beginning point. Such values, however, are likely to change with the unfolding of the process itself, their final status being achieved only at its termination. Many presumably predictive theories are thereby weakened substantially, and become, in final analysis, post hoc explanations.
2. Any given policy proposal, or "output," or "outcome" is in itself complex; it may have several important aspects. This multiplicity can make the whole policy extremely difficult to place in any single category, as is demanded, for example, by the categorization schemes that currently abound in public policy theory.
3. As a focus of analysis, policy making is complicated by the presence of a large number of participants. When a characteristic of the participants becomes a variable of interest, as it often does, variation among participants with regard to that characteristic causes difficulty. The difficulty takes two forms:
  - a) Subjective. The state of the world as perceived by participants yields many important policy analytic variables. But perceptions vary considerably, of course, depending upon the participants consulted and described.
  - b) Objective. Still more variables are generated in existing theory by "objectively" determined participant characteristics – as determined, that is, by the researcher, interviewer, casewriter, or other outside observer. Ambiguity is introduced when the heterogeneous group of all participants, or heterogeneous subcollections of participants, must be assigned a single score on such a characteristic (e.g., level of involvement, or point of access to decision makers.)

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4. Lastly, public policy as a research focus is complex because the process cannot be described by simple additive models. On the contrary, the forces interact; the impact of one depends in large measure upon the value of another.

(摘錄自 George D. Greenberg et al. (1977) "Developing Public Policy Theory: Perspectives from Empirical Research." *The American Political Science Review* 71(4): 1977.)



備

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