1. **Administrative Evil**When well-intentioned people working in bureaucracies cause harm to innocent people in the course of carrying out their normal job duties which are seemingly innocuous.
2. **The Benevolent Community**  
   One of four morality tales in Robert Reich’s conceptualization of the policy process. In this morality tale, members of the community take care of one another. In the conservative interpretation, this generosity is provided only to the deserving. In the liberal interpretation, this generosity is provided because everyone is deserving simply by being members of the community.
3. **Bounded Rationality**The decision making theory that posits individuals intend to make rational decisions but settle for satisfactory, sub-optimal decisions because of cognitive limitations.
4. **Branch vs. Root**  
   A decision making paradigm that contrasts an approach that seeks comprehensive change through reasoned optimization and aligns with the RAM, market, System 2 Thinking models and an approach that seeks incremental changed through limited comparisons to pursue satisficing and aligns with the political, polis, System 1 Thinking models.
5. **Efficiency**  
   The ratio of inputs expended to produce an intended outcome and the actual output.
6. **Elements of Framing**  
   Contexts, numbers, visuals, metaphors, models, messengers, and tone
7. **Episodic Framing**  
   Framing an issue as an isolated event that is not part of a larger trend.
8. **Equity**  
   The idea that everyone in a community is treated the same along some accepted value.
9. **Focusing Event**A crisis or other unusual event that raises the awareness of an issue among stakeholders for a brief window of time and causes policymakers to be amenable to new policy solutions to address the issue.
10. **Liberty**  
    The idea that a person can pursue whatever activity he or she decides without any interfering in their behavior (negative liberty) or receiving active support to ensure that one can fulfill needs required to exist within a community.
11. **Logic of Appropriateness**A decision making theory that is more simplistic than bounded rationality which states that people make decisions based on what is appropriate given the situation.
12. **Logic of Consequence**A decision making theory that states people act according to their self-interest based on calculated expected returns from alternative choices.
13. **Mob at the Gates**  
    One of four morality tales in Robert Reich’s conceptualization of the policy process. In this morality tale, hordes of people want to enter our society. In the conservative interpretation, these hordes are a threat to our way of life that must be stopped. In the liberal interpretation, these hordes of people are simply seeking better opportunities and should be accommodated because it is the humane thing to do.
14. **Narrative Policy Framework**  
    An approach to studying policy design based on the idea that there are distinct patterns in policy design that are driven by narratives, which are stories, images, and symbols. Narratives can be studied using empirical and quantitative methods to provide insight into how and why policy change occurs.
15. **Policy in Experience**The experience of those who are directly impacted by a policy.
16. **Policy in Implementation**  
    The mechanisms that are used by street-level bureaucrats to perform the activities intended to achieve the objectives of a policy.
17. **Policy in Intention**  
    The broad goals of a policy (i.e., what a policy is intended to accomplish).
18. **Policy Paradox**The philosophy espoused by Deborah Stone (2011) that behind every policy issue is a contest between conflicting but equally plausible conceptions of the same goal or value.
19. **Policy Typologies**A theory of public policymaking in which they type of policy being developed determines the nature of the politics of the policymaking process.
20. **Polis vs. Market**A paradigm of policy decision making that contrasts one approach in which actors make decisions that maximize the public interest through interaction among community members (i.e., Polis) and another approach in which actors make decisions that maximize their self-interest through exchange with others that is mutually beneficial and any benefits in the public interest are side effects (i.e., Market)
21. **Public Choice Theory**A theory of public policymaking based on neoclassical economic principles that states government should supply goods and services to the public in response to demands from citizens who should be given choices in what they consume and in so doing cause the government to supply those goods and services efficiently.
22. **Public Good/Private Good**

A public good is a product or service that cannot be selectively provided to segments of the population; that is, segments of the population or individuals cannot be excluded from receiving the product or service (e.g., national defense cannot be provided to some citizens who want it and not to other citizens who do want it). A private good is a service that can be selectively provided to segments of the population or individuals; that is, segments of the population or individuals can be excluded from receiving the product or service (e.g., a dealer does not have to provide a car to anyone who can’t afford to purchase one).

1. **RAM**  
   Rational actor model of decision making in which actors make decisions that maximize their utility in a reflective, thoughtful manner.
2. **Reflective vs. Reflexive Decisions**Reflective decisions are made in a careful, thoughtful manner while reflexive decisions are made quickly, without much conscious thought.
3. **Risk**The likelihood that an undesired outcome will occur.
4. **Rot at the Top**  
   One of four morality tales in Robert Reich’s conceptualization of the policy process. In this morality tale, corrupt elites run the social system to the advantage of the privileged and disadvantage of the masses. In the conservative interpretation, citizens must be protected from government that is run by corrupt elites. In the liberal interpretation, government must protect citizens from corrupt elites with power who seek to take advantage of the masses.
5. **Rule Making**The creation, implementation, and enforcement of rules, regulations, and processes to put public policy into practice.
6. **Security**Lack of worry that something bad will happen to prevent you from fulfilling needs necessary to exist within a community, confidence that the government will appropriately handle events for which you have no control, the extent to which dangers can be analyzed, prevented, or planned for at the very least.
7. **Social Construction**Constructed understandings of the social world that form the basis of a shared assumptions and interpretations of reality by members of a community.
8. **Social Math**  
   Using social context to improve the public’s understanding of data and facts about an issue and interest in the subject.
9. **SOP**  
   Acronym for “standard operating procedures.” SOPs and culture are to organizations what System 1 Thinking is to individuals.
10. **Source Amnesia**  
    The tendency for people to forget the context of information over time.
11. **Stages Theory**A theory of public policy making in which the process of developing a public policy proceeds through a series of sequential, orderly stages.
12. **Street level bureaucrats**Government officials who are generally unelected and actually deliver public goods to citizens.
13. **System 1 Thinking**  
    The component of the Two Thinking Systems decision making model in which decisions based on information that fit with one’s current mental metaphors and analogies are made through reflexive, unconscious thought.
14. **System 2 Thinking**  
    A component of the Two Thinking Systems decision making model in which decisions based on information that does NOT fit with one’s current mental metaphors and analogies are made through reflective, conscious consideration.
15. **Thematic Framing**  
    Framing an issue within a social context to argue the presence of a particular trend.
16. **Tiebout Hypothesis**  
    Citizens choose among local jurisdictions and competition among local jurisdictions for residents results in efficient delivery and improved quality of public services.
17. **Triumphant Individual**  
    One of four morality tales in Robert Reich’s conceptualization of the policy process. In this morality tale, anybody can achieve anything in our society. In the conservative interpretation, those that accomplish great things do so through their own resolve and determination. In the liberal interpretation, those that accomplish great things do so with significant help from community resources and support.
18. **Utilitarian Ethics/Deontology Ethics**

Utilitarian ethics are moral principles based on the belief that one should pursue whatever action provides the most good to the most people. Deontology Ethics are moral principles based on the belief that one should pursue actions that are considered right and just under a set of rules or guidelines regardless of the consequences.

1. **Welfare**The total well-being of an individual or community. The extent to which the needs of individuals or communities needs are satisfied.
2. **Wicked Problem**  
   Policy problems in which no apparent policy option results in an acceptable outcome (i.e., choice between bad and worse rather than good or bad).