Q: Other than "spend money" what is the most effective way for an outside actor to influence government policy? Why do you think this method would work well?

A:

Spending money might be the most effective and probably the most trivial way for an outside group or person to influence the government policy. Not only that, other ways like campaign promises, political connections, elected representatives, and amplifying public opinion  can help outside actors to influence a government policy. Out of all, according to me, public opinion can influence the most in policy making. Public opinion is a multi-faced asset that can either change or even block a policy. Especially, in democratic countries like America, this can have a huge impact if used properly. In countries like America, which is considered a developed nation, where everyone has their own opinions and if the energy of those people and opinions is channeled properly then it can either harm or benefit the government or the process of policy making on a substantial level. In a nutshell, if public opinion is amplified properly by the outside actor, it can impact the policy making considerably.

As explained above, public opinions can have either a positive or negative effect. It may push a few things onto the administrative agenda in light of the fact that the huge number of individuals intrigued by the issue would make it mainstream for vote-chasing legislators. The negative public opinion impacts the imperatives forced on government as opposed to the positive powers provoking government activity are presumably more perceptible. To support the above statement, as explained in the readings “Public opinion may sometimes direct government to do something, but it more often constrains government from doing something”

Mass general sentiment influences the policy making more than any other option. Administrative authorities may focus on a lot of subjects halfway in light of the fact that a genuinely huge number of normal individuals are aware with those subjects matters. Public opinion may set cutoff points on the potential outcomes and may influence a policy in an overall manner, yet, as Kingdon says, “..but the general public opinion is rarely well enough formed to directly affect an involved debate..”. That’s where the role of the third party comes in. Their job will be to channel that energy in a way that might help them in the process. These opinions can not be neglected, thus, if succeeded then it can benefit the outside actor immensely.