

Naming
and
Shaming
and
Evidence
and
Inference

RAY PAWSON

Aims and Agenda

1

- A quick run through of an long-expired inquiry
- R Pawson (2002) 'Evidence and Policy and Naming and Shaming' *Policy Studies* 23(3/4) pp211-230

2

- To use it show how explanations are constructed ...
- ... and how evidence and inference combine

3

- ... and how theory and data are melded
- To compare notes on other approaches to building an inquiry

Examples of Public Disclosure Initiatives

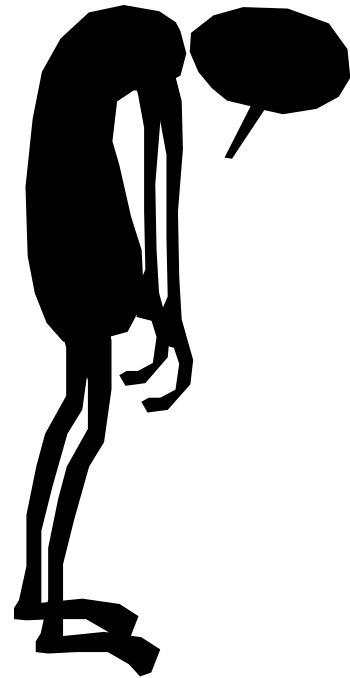
- **Megan's Law & sex offender registration**
- **Outing prostitute's johns**
- **School league tables**
- **Inspection and special measures for 'failing schools'**
- **Hospital and surgeon report cards**
- **Pub-watch bans and exclusions**
- **Local press adverts for poll tax non-payment and council rent arrears**
- **Beach cleanliness standards and kite marking**



Policies are Contagious

YET MORE Examples of Public Disclosure Initiatives

- **Community Right-to-Know Act on Environmental Hazards**
- **Car crime indices and car safety reports**
- **Mandatory (public) arrest for domestic violence**
- **Roadside hoardings naming speeding drivers**
- **Posters naming streets with unlicensed TV watching**
- **Rail company SPAD ratings (signals passed at danger)**
- **EC name and shame and fame initiative on compliance with directives.**



Public notification – basic theory



i) Identification: in which the performance or behaviour in question is observed and then classified, measured, rated, ranked, verified, etc.



ii) Naming: in which information on, and the identity of, the failing or deviant party is disclosed, publicized, disseminated, notified, published, broadcast, registered etc.



iii) Public sanction: in which the broader community acts on the disclosure in order to shame, reprimand, reproach, censure, control, influence, supervise the named party.



iv) Recipient response: in which behavioural change follows the sanction, with the subjects being shamed, regretful, penitent, contrite, restrained, re-integrated etc.

NAMED

BUT WHO IS SHAMED?

- Poll-tax protesters named in the local newspapers
- Sex offenders under community notification
- Under-performing schools identified in league tables
- Motor manufacturers named in the Car Theft Index



Poll-tax protesters named in the local newspapers



Poll tax non-payment – there were a great many sanctions imposed: fines, wage arrest, court appearances etc. Protesters thus ignored or even celebrated disclosure of their names in the local press. *Policy abandoned.*

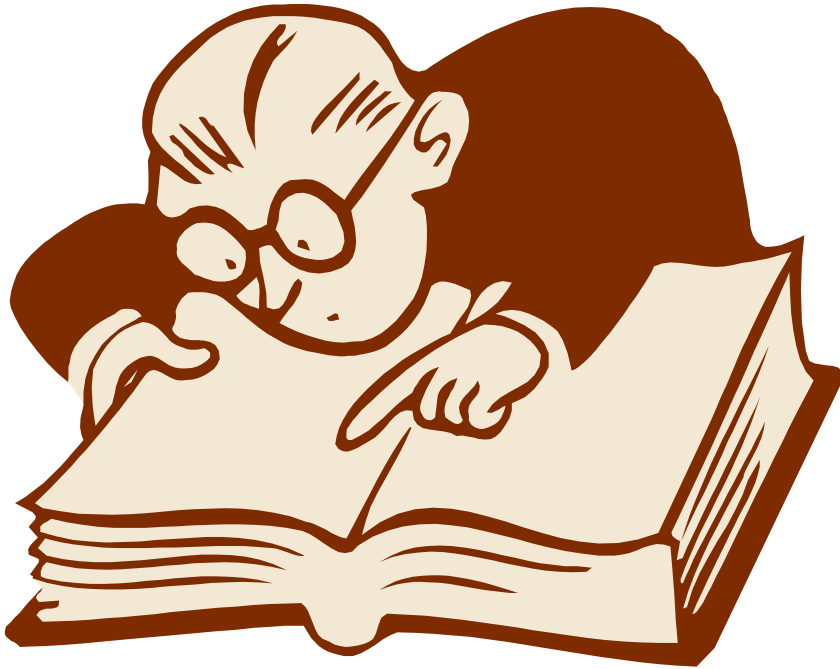
Sex offenders under community notification

Notified Sex Offenders are resentful or scared by public attention. One key result is non-compliance with registration and displacement to other localities. *Re-offence rates remain static.*



Under-performing schools identified in league tables

- *Schools* respond to league table positions tactically - increasing resources to marginal candidates (middle grades) and excluding/ not entering hopeless ones (lowest grades). *Grades improve.*



Motor manufacturers named in the Car Theft Index

*Car manufacturers – are embarrassed by adverse publicity and loss of reputation (and downturn in sales) - respond with genuine improvements in vehicle security. *Car crime goes down.**



Findings: Transferable Lessons

The theory under further refinement

For N&S to 'work' the following configuration should be in place:

- the named party should be an 'aspirational insider'
- the shaming mechanism should be dovetailed with other mechanism (e.g. market sanctions)
- the disclosure should carry intense (but controllable) media interest
- the disclosed data should unambiguous both in allocating blame and in suggested remedial action
- the disclosing authority should have had exemplary watchdog credentials, which are operated benignly

Is there a formal theory to accommodate these differences in outcome?

<i>Attitude toward membership</i>	<i>Eligible for membership</i>	<i>Ineligible for membership</i>
Aspire to belong	Candidate for membership	Marginal Man
Indifferent to affiliation	Potential member	Detached non-member
Motivated not to belong	Autonomous non-member	Antagonistic non-member

Merton's Typology of aspirations to group membership of eligibles and non-eligibles

So what have I done (methodologically speaking)?

- Selected a topic for research (obviously)
- Started with a *provisional, propositional* (if-then) theory
- Pitched the theory at a *middle-level* of abstraction
- Assumed the theory will be *fallible*
- Created and selected data to *test* theory
- Used *qual / quant /comparative /historical* data in that test
- Analysed the data in the form of *pattern seeking*
- *Revised the theory* according to the unfolding pattern
- Incorporating *existing theory* to buttress interpretation
- **Leaving it open to further, perpetual refinement and revision**

.... And a quite different way

- Choose 'neglected topic' and bemoan the fact that it has been overlooked
- Choose sub-sub-group of individuals (like yourself) and 'give them a voice'
- 'Theorise' topic by choosing orienting conceptual framework (CF)
- Justify it by 'critiquing' metaphysical claims of rival CF's
- Choose methodological framework (MF) justify it by ditto, ditto
- Use MF to produce long descriptive account of 'lifeworld' of sub-sub-group
- Explain their 'habitus' by subsumption under master concepts from CF
- Use abstractions to portend generalisability but deny very possibility
- Conclude with normative flourish on behalf of sub-sub group

..... And Finally

**THANK
YOU
FOR
YOUR
ATTENTION**

