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Title
Reconsidering NGO’s Advocacy: from the perspective of Government’s Response

Abstract

Policy impact procedures normally are agenda access, policy enactment and implementation. Though advocacy target is certain policy changing, advocacy impact still has wider scope than policy impact. The absence of policy impact also cannot hold back the advocacy traces and representational practices of silenced subjects who index both the limits and possibilities of representation. Dimensions beyond policy impact deserve more attention for comprehensive advocacy frameworks.

The binary bargain model evolves to successively interaction of protest leadership, communication media, third parties and target groups. Such process challenges resource dependence theory and formulizes indirect advocacy tactics from the perspective of response. Till now, most survey research applied self-evaluation method to measure NGOs’ advocacy impact. Common question is “Please grade your organization’s advocacy impact (measuring from 1 to 5 as Richter scale)”. It’s facilitate to include organization factors and advocacy evaluation in one set of questionnaire, so that internal consistency is confirmed. And responsive object in non-democratic context always focuses on fragmental, atomized individual’s appeal. Dynamic governmental response ought to be an indicator of NGOs’ advocacy impact. In the meantime, are organized, interest representative appeals are treated as civic appeal or stability threaten? Self-evaluation questionnaires could merely answer this question indirectly.

Studying government’s response action to NGO’s advocacy action also provides practical vector to reconsider government-NGO relationship.
Salamon summarized four social origins of civil society, which is Government Failure/Market Failure Theory, Supply-Side Theory, Trust Theory and Welfare State Theory. Government Failure/Market Failure Theory is from demand side. When public goods are insufficient, or welfare spending-preference is heterogeneous among population, society demands nonprofit sector. Supply-Side Theory counts for social entrepreneurship of nonprofit sector. Here we can see advocacy tactics research’s origin is supply-side theory, while neglects the demand-side which is so common is public good providing research. Coston frames a model and typology of Government-NGO Relationships. The dimensions are government's resistance or acceptance of institutional pluralism, the relative balance of power in the relationship, and the degree of formality and—by extension—the level of government linkage. Seibel treated the autonomy of the state, the nature of the dominant actors and their style of interaction as crucial variables shaping the linkage mode of government-NGO relationship. His cross-national comparison verifies hypothesis that different modes of government-NGO relationships also formulates institutional adaptiveness. The dynamic response to advocacy provides one inspector for government's resistance, acceptance, adaptiveness of institutional pluralism which in the typology is more as static political culture.

**Keyword**

nonprofit, advocacy, government, response