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11.007 Day 9 Notes: **Policy Entrepreneurs and Attaching Solutions to Problems**

EXPERTS/POLICY COMMUNITIES

Where do our policy solutions come from, and why do some make it onto the short list, while others do not?

What are policy communities?

Who promotes policy ideas, and why?

The process by which alternatives survive is “evolutionary”: Ideas combine and recombine, and only the “fittest” survive. What makes some ideas “fit”? Why do some ideas survive?

Why is one idea chosen from the short list of ideas? What causes a consensus to form within a policy community around one solution?

TIPPING POINTS

What does Malcolm Gladwell say about why some ideas catch on, while others do not?

How do the concepts he describes — about messengers, the message, the context — help explain the phenomenon of teen smoking?