



Public Opinion and the Public Sphere Module 3, Topic 1

Summary

In this presentation, we cover several concepts that are essential for understanding the role that public opinion processes play in governance reform. These concepts include communication, public opinion, and the democratic public sphere. We'll define and explain the importance of these concepts, discussing why they matter in the context of generating genuine demand for accountability and strengthening governance reform efforts. We'll also go over the five interacting pillars of the democratic public sphere and the various types of stakeholder groups in this sphere. Finally, we'll look at the "Stairway of Mobilization," which illustrates how stakeholder groups move "up the stairway" to become members of the mobilized public.