

NCSBN

Leadership and Public Policy
Conference in Atlanta, Ga.
Oct. 2- 4, 2019

Identification, Mobilization, and Political Activism

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What is Identification (for a Social Scientist)

How we define ourselves

Sometimes how others define us

Who drives identification?

Identification Might Not Be 24/7

Identification Might Not Be Immutable

Identification Might Be Multifaceted
(Intersectionality)

Recall the 1996 election?

Yes, Clinton won reelection by defeating Dole.

A catchphrase was born

Soccer Moms

Beware the Soccer Moms



Any number of women might consider themselves soccer moms,

but not 24/7

not immutably

not solely

Beyond the field, are they recognized as soccer moms?

Mobilization without Identification





Charming



Aggressive



Identification and Mobilization Reconsidered



Unequal identification costs

Some identifications can be hidden more readily than others

Mobilization requires that one identifies

What are the *marginal* costs to mobilization?

Some have to identify and mobilize

Some have identification defined for them, making the marginal mobilization costs lower

Political Activism

There can be substantial costs to identification

Identification is not guaranteed

There can be substantial costs to mobilization

Mobilization is not guaranteed

Political Activism

Suppose one wanted to pursue policies related to
Advanced Practice Nurses

Do APNs identify as APNs: health advocates,
nurse advocates, patient advocates, public
healthcare professionals, health professionals,
healthcare care coordinators

Is APN identification immutable

Do APNs identify 24/7

Successful Political Activism

Collective action problems

Partners for coalitions

Natural partners

Unanticipated partners

Successful Political Activism for ANPs

Lobby Chains and Partners

State and local governments?

Hospital associations?

Insurance companies?

Patients?

Geography – both federal and state

Message effectiveness

Personal touch

Urgency

Immediacy

Possibility of loss

Successful Lobbying

Institutional Contexts

Legislative – Statutory

Agencies / Boards – Regulatory

Personal Contexts

Conclusion

Nothing automatic about

Identification

Mobilization

Successful Political Activism

NCSBN does enjoy political advantages that can be leveraged