

BOOK NOTES

(connecting data to larger social processes). Useful examples are provided for each type of analysis.

Chapters 8 and 9 provide data from a study on language policy in Paraguay to offer hands-on experience in documenting practices, tracing norms and understanding ideologies. The authors emphasise that it is vital to investigate the practices of people both at the centre and the periphery of a community of practice. Reviewing data and analyses with participants is discussed in chapter 10. Different types of member checks are presented, complexities discussed and the authors strongly recommend that researchers offer to share results with the communities that participated in the research. Chapter 11 discusses evaluating and interpreting the data and draws attention to the write-up process. Chapter 12 looks at different venues for presenting one's data.

In sum, this book offers insights that greatly deepen our understanding of ethnographic fieldwork and the complexities involved in handling data and working with a research population. It offers a structured framework with valuable suggestions for both novices and experienced researchers for effectively collecting, handling and presenting their data.

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MICHELE GAZZOLA, *The Evaluation of Language Regimes: Theory and application to multilingual patent organizations*. Amsterdam/Philadelphia: John Benjamins Publishing Company, 2014. Pp. xv, 380. Hb. \$149.

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This book examines the theoretical basis for applying the principles of policy analysis to the selection, design and evaluation of language policies as well as the empirical feasibility of their application to multilingual patent organizations.

This book consists of nine chapters. Chapter 1 is an introduction explaining the necessity of regarding language policy as a particular form of public policy and thereby assessing it in the light of standard evaluation principles. The important role of evaluation in language policy and planning (LPP) is also discussed. The following four chapters, 2 to 5, make up part I, elucidating in detail the theoretical and methodological foundations of this book. Chapter 2 introduces the two most important concepts of welfare economics, *efficiency* and *fairness*, and also discusses the basic features and limitations of cost-benefit analysis and cost-effectiveness

analysis, two frequently used techniques for the assessment of efficiency of public policies. Chapter 3 builds an 'effective communication approach' to the evaluation of language policies, i.e., comparing language policies along three dimensions: effectiveness of communication, cost, and fairness of the distributive impacts of alternative language policies. After the theoretical framework is built, chapter 4 provides some specific guidelines for applying it to the practical analysis of particular language regimes. Specifically, a three-phase process of organizing evaluation is proposed: problem analysis, evaluation design and evaluation implementation. Since indicators of relative efficiency and fairness of alternative language regimes are quite crucial for the realization of quantitative evaluation, chapter 5 is dedicated to discussing indicators and the principles of indicator design. Some existing language policy indicators are also reviewed. Chapters 6 to 8 make up part II, applying the constructed theory to the language policies of two multilingual patent organizations, the World Intellectual Property Organization (WIPO) and the European Patent Office (EPO). After a brief introduction to the basic notions of patent organizations and their principles, chapter 6 further examines the costs, effectiveness and fairness of the language regimes of patent organizations and then designs a comprehensive procedure for the evaluation. Chapter 7 provides a detailed presentation of the language regimes of WIPO's division dealing with patents, the Patent Cooperation Treaty division, and illustrates how the language regimes both in the filing stage and the publication stage are evaluated on the basis of the designed framework. Similarly, chapter 8 is dedicated to the illustrative evaluation of the efficiency and fairness of the language regimes of EPO. Briefly speaking, three comparative analyses in these two chapters reveal that both the degree of efficiency and that of fairness are proportional to the degree of language diversity. Chapter 9 is the conclusion, summarizing the three theoretical contributions and the methodological contribution of new methods and tools for practical evaluation. Empirical findings are also summarized.

This book is enlightening for it deepens the current analytical framework for the evaluation of language policies and designs an interdisciplinary approach for practical evaluation. It is worthy of careful reading by scholars in public intervention, language policy and planning.

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