Evaluating Language Policy and Planning: An Introduction to the Economic Approach

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Working paper No. 15-4

REAL

Research group “Economics, policy analysis, and language”
Evaluating Language Policy and Planning: An Introduction to the Economic Approach*

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Abstract

This paper focuses on the contributions of economists to the selection, design and evaluation of language policies, particularly since the late 1970’s. Therefore, it is not a survey of language economics, nor is it a discussion of the epistemological challenges that arise when applying the tools of mainstream economics to language issues. It shows how to perform status analysis using existing data on earnings, language skills, language of work and language of consumption. We explain how to carry out an evaluation of language policies using existing data. Finally, we provide an example of the use of stylized facts, an approach common in economic theoretical modeling and empirical evaluation.

Keywords: Language economics, language policy and planning, evaluation of language policies.

This essay has been published as:


*Part of the research leading to this paper has received funding from the European Community’s Seventh Framework Program under grant agreement No. 613344 (Project MIME), in which Gazzola and Grin were actively involved. This support is gratefully acknowledged.

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