

# Journal of Policy Studies No.5

March 1998

## < CONTENTS >

### ● Articles

Joseph DeChicchis

Metaphors of Language: Talking about Language in Policy Studies

Richard Tabor Greene

Gathering Customer Requirements of Public Sector Services Using Questionless Questionnaires:  
Automating Policy Making & Leadership in Customer-Driven Democracies

柴田 愛子・森 徹・岡村 誠・曾山 典子

研究・教育手法としてのコンピュータネットワークプログラム  
Computer Programs for Research and Education on Group Interaction

鈴木 實

Space Policies for Geostationary Spectrum / Orbit Resource -With Special Reference to Tongasat-

鈴木 基史

国際協調と国際レジーム  
International Cooperation and International Regimes

### ● Special Article

Per Boje

Danish Environmental Policies - Past, Present and Future -

Eugene B. Gallagher

Is Health Care a Basic Component of Modern Society?

Neil Summerton

The Development of Environmental Policy in the European Union

沙 蓮香

現代中国社会の変動: 中国の城鎮の失業に関する研究  
Social Change in Contemporary China: Study of Unemployment in Chinese Cities

< ABSTRACTS >

● Articles

Author	デキキス・ジョー Joseph DeChicchis 関西学院大学 総合政策学部 助教授(1998年3月1日現在) Associate Professor, School of Policy Studies, Kwansei Gakuin University (as of March 1, 1998)
Title	Metaphors of Language: Talking about Language in Policy Studies
Abstract	Noting the importance of metaphor as a guide to scientific thinking, this paper attempts to illustrate the potential range of language policy study by presenting four metaphors for language: Language as Tool, Language as Artifact, Language as Medium, and Language as Choice. In discussing each metaphor, some examples of their use in analysis are offered. Beyond claiming that these metaphors may be particularly useful for formulating language policy, the utility of these metaphors for thinking about linguistic issues in general policy studies is also suggested.

Author	リチャード・テイボア・グリーン Richard Tabor Greene 関西学院大学 総合政策学部 教授(1998年3月1日現在) Professor, School of Policy Studies, Kwansei Gakuin University (as of March 1, 1998)
Title	Gathering Customer Requirements of Public Sector Services Using Questionless Questionnaires: Automating Policy Making & Leadership in Customer-Driven Democracies
Abstract	This article presents the leading method in private sector organizations for determining customer requirements—questionless questionnaires—and application of that method to public sector organizations: welfare and other government services, political election campaigns, government agency policy making, and the like. The components of questionless questionnaires and a best-practice process for applying them are presented. Public sector challenges (globalization, population aging, urbanization, knowledge economy emergence, environmentization, and the internet) handled well by customer requirements gathering and new opportunities generated by it are examined. The nature of leadership changed when the private sector used this method; public sector effects are likely to be starker and more important. This is a qualitative study of such effects, generating hypotheses on how customer requirements gathering changes power, leadership, policy making, service effectiveness, and employee satisfaction. Preliminary data are presented on: why public sector institutions resist applying methods developed in the private sector, what customers of the data produced by gathering customer requirements require of such data (the customer requirements of “customer requirements data”), what dimensions of any product or service determine customer satisfaction with it, and comparison of a particular customer requirements gathering method—the questionless questionnaire—with usual survey questionnaires. Examples of successful private and public sector use of questionless questionnaires are presented. The role of methods other than questionless questionnaires for gathering customer requirements is described as well.

Author	柴田 愛子 Aiko Shibata 関西学院大学 総合政策学部 教授(1998年3月1日現在) Professor, School of Policy Studies, Kwansei Gakuin University (as of March 1, 1998)
	森 徹 Tohru Mori 名古屋市立大学 経済学部 教授(1998年3月1日現在) Professor, Faculty of Economics, Nagoya City University (as of March 1, 1998)
	岡村 誠 Makoto Okamura 神戸市外国語大学 教授(1998年3月1日現在) Professor, Kobe City University of Foreign Studies (as of March 1, 1998)
	曾山 典子 Noriko Soyama 天理大学 教養部 常勤講師(1998年3月1日現在) Lecturer, Faculty of Liberal Arts, Tenri University (as of March 1, 1998)
Title	研究・教育手法としてのコンピュータネットワークプログラム Computer Programs for Research and Education on Group Interaction
Abstract	An individual is defined as a member of a group. Here utility of an individual depends on the actions of other members of the group. Thus, each individual must pay attention what others do before he or she chooses an action. In order to analyze such a group decision two computer programs were developed. One program was composed on ICP/IP network by using a model of information exchange between clients and a server. The other program was made by using World Wide Web.

Author	鈴木 實 Minoru Suzuki 関西学院大学 総合政策学部 教授(1998年3月1日現在) Professor, School of Policy Studies, Kwansei Gakuin University (as of March 1, 1998)
Title	Space Policies for Geostationary Spectrum / Orbit Resource - With Special Reference to Tongasat -
Abstract	Space resources including the geostationary satellite orbit(GSO) should be utilized efficiently and effectively at the global level. With the rapid increase in demand for geostationary satellite slots due to the fast growing satellite projects, particularly in the Asian region and with increasing number of “paper satellite” network, GSO became a very scarce resource, and thus global management for GSO is necessary. The emergence of Tongasat also led to the reconsideration of the existing satellite communication regulatory system. This paper examines the problems of the ITU regulatory system and proposes alternative regulatory measures.

Author	鈴木 基史 Motoshi Suzuki 関西学院大学 総合政策学部 教授(1998年3月1日現在) Professor, School of Policy Studies, Kwansei Gakuin University (as of March 1, 1998)
Title	国際協調と国際レジーム International Cooperation and International Regimes
Abstract	Resolving contemporary international problems requires collaboration and coordination among sovereign nation-states. Scholars of international relations have developed the theories and analytical methods that help explore the possibilities and mechanisms of international cooperation under an anarchic system. This article surveys some of these theories which focus primarily on the institutional dimensions of international cooperation. Reviewing the four prominent methodological approaches—the power approach, the game-theoretic approach, the functional approach, and the cognitive approach, the article explores the institutional foundations for the evolution and maintenance of cooperation among nation-states. The article concludes by discussing a prospect of international governance without a supranational organization as well as ethical problems of the contemporary regime theories.

● Special Article

Author	ペア・ボイエ Per Boje Professor, Department of History, Odense University (as of March 1, 1998)
Title	Danish Environmental Policies – Past, Present and Future –
Abstract	This paper presents an overview of Danish environmental policies. It is argued that environmental policy is nothing new but can be found back in the 18 <sup>th</sup> century during Absolute Monarchy. The aims and motivations for Danish environmental policies, however, have changed over time in connection with changing attitudes and interests of society. These changes are discussed, with special emphasis on the important role of grassroots movements and the mass media as well as informed public servants during the past decade, and the introduction of so-called green balance sheets in Denmark.

Author	ユージン B. ギャラガー Eugene B. Gallagher Professor of Medical Sociology, University of Kentucky, U.S.A. (as of March 1, 1998)
Title	Is Health Care a Basic Component of Modern Society?
Abstract	The dominant social science paradigms of modernity tend to downplay the importance of health and health care. In contrast we argue here that to be modern, a society must possess a health care system through which it makes available the fruits of biomedical science—modern medicine—to most of its population. Social science analysis of health care systems is relatively new. Methodologies and conceptual tools as well as basic issues and propositions have not been worked out. Basic unanswered questions include the following. What produces health? Does the health care system produce health? The relationship between health and health care systems is discussed with special emphasis on its implications for developing societies. Does the history of the industrial societies hold any lessons for health priorities and health services evolution in developing societies?

Author	ニール・サマートン Neil Summerton 英国オックスフォード大学 環境倫理社会研究所 局長 Director, Oxford Centre for the Environment, Ethics and Society, Mansfield College, University of Oxford (as of March 1, 1998)
Title	The Development of Environmental Policy in the European Union
Abstract	The foundation of the original economic institutions on which the European Union is based, and the Treaty of Rome of 1957 which established the European Economic Community itself, pre-dated significant political concern in Europe about the “environment.” However, the European Community began quickly to address environmental issues and much was achieved in the form of environmental legislation in the early 1970s and in the 1980s. The scope, substance, and instruments of Community environmental policy are discussed in detail. The environmental achievements of the Community as well as the tensions in contemporary European environmental policies are also reviewed and it is concluded that collective action is bringing about greater and more speedy improvements in many places than would have occurred if matters had been left entirely to states themselves.

Author	沙 蓮香 Sha Lian Xiang 中国人民大学 社会学部 教授、社会心理学研究所長 (1998年3月1日現在) Professor, Department of Sociology, Renmin University of China Director, Institute of Social Psychology, Renmin University of China (as of March 1, 1998)
Title	現代中国社会の変動：中国の城鎮の失業に関する研究 Social Change in Contemporary China: Study of Unemployment in Chinese Cities
Abstract	Social reform and economic development in China produced a great opportunity for the workers in both cities and rural communities. However, at the same time present China is facing serious labor problems in the process of industrialization and urbanization. The acceleration of the labor population growth is very high in proportion to that of total population growth. Superfluous enterprise personnel are increasing year by year due to the reform of enterprise and economic systems. Overpopulation from rural communities is produced by increase in land productivity. Moreover, increasing unemployment is causing large scale social problems. On the contrary, the demand for labor is much less than the supply. In sum, the Chinese economy is marching toward modernization, facing difficult problems. This article focuses on the study of unemployment in cities, called “chengzhen” in Chinese, and pointing out the background, importance and necessity of studies which have been done since 1995. China has a huge population, which amounted to 0.55 billions early in the fifties, 1.15 billions at the fourth survey in 1990, and reached 1.2 billions on the 5th of February in 1995. Such population explosion caused an enormous increase in labor force, which in turn is becoming a major source of labor problems. These are recognized as difficult issues which should be solved by the Chinese Government. Since 1990, great numbers seeking employment opportunities have appeared. They can be classified into two groups. One is superfluous personnel in enterprises, one part of which may be dismissed from the enterprises in cities, called “xiaganggong” in Chinese. The other is workers leaving rural communities, called “hongmingong” in Chinese. A fundamental, if not the fundamental, economic policy is how to treat these labor forces. The aim of this article is to clarify the conditions of unemployment in cities in order to make useful policy for re-employment and reduction of social disruption from unemployment.