Preface and acknowledgements

The present book is the result of a Colloquium organized as part of Sociolinguistic Symposium 22 in Auckland in June 2018 (*Norms in sociolinguistics – revisiting familiar ground and exploring new frontiers*), and a two-day follow-up Round Table held at the University of Copenhagen in March 2019 (*Norms and the Study of Language in Social Life*). At both events, scholars were invited to debate theoretical and methodological questions related to the notion of norms on the basis of original research.

The resulting book (which also features an epilogue that was commissioned at a later stage) contributes to current understandings of norms as a theoretical construct and empirical object of research in sociolinguistics and related fields, based on research from a range of geographical contexts, including Austria, Denmark, Finland, New Zealand, Norway and the UK, providing a multifaceted view of norms as a central but under-theorised notion in the study of language in social life. The contributors approach the common topic of the book from a range of complementary disciplinary perspectives, including sociolinguistics, linguistic anthropology, ethnomethodology, socio-cognitive linguistics, and pragmatics.

The round table in Copenhagen, hosted by the TMC project (www.tmc.ku.dk), was based on pre-circulated chapter drafts in which all participants were asked to address the following questions in relation to their own research contexts:

– What are "norms"? How are norms conceptualized in your work, and which frameworks do you draw upon?
– How can norms be studied? What sort of data is needed, what sort of methods?
– Why are norms (not) important as a theoretical construct in sociolinguistics? How does the notion of norm relate to other concepts in the literature, inter alia *ideology* and *practice*?
– What can be achieved by studying norms? What are the implications for sociolinguistics as a discipline? What (if any) are the implications beyond academia?

While the final versions of the chapters included here do not offer neat list-like answers to these questions, they all offer perspectives on the questions which we believe will be of interest to a wide range of readers who take an interest in the topic of norms in language and social life.

Following the meeting in Copenhagen, discussions concerning norms have continued amongst the editors and authors in multiple ways, and we would like to thank all contributors for the time and energy they have devoted to the project, not only by working tirelessly on their own chapters, but also by reviewing other chapters in the volume. Similarly, we would like to thank the participants at the

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JM and KK
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