



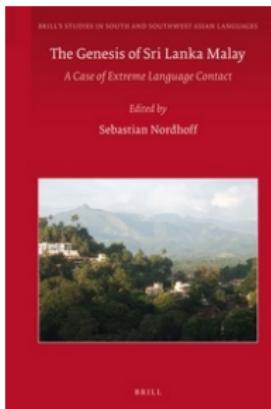
Outcompeting Gold

Sebastian Nordhoff

2018-06-26, Radical Open Access, Coventry

Language Science Press

- › General linguistics a comparatively small field
- › 25 000 linguists worldwide
- › Books and articles
- › Books at 100-200 EUR
- › Books sell <200 copies



- › PhD 2009, Universiteit van Amsterdam
- › *A grammar of Upcountry Sri Lanka Malay*
- › *The genesis of Sri Lanka Malay* (Brill, 2012)
- › *Linked data in Linguistics* (with Christian Chiarcos and Sebastian Hellmann, Springer, 2012)
- › *Electronic grammaticography* (University of Hawai'i Press, 2012)
- › Since 2014 coordinator for Language Science Press

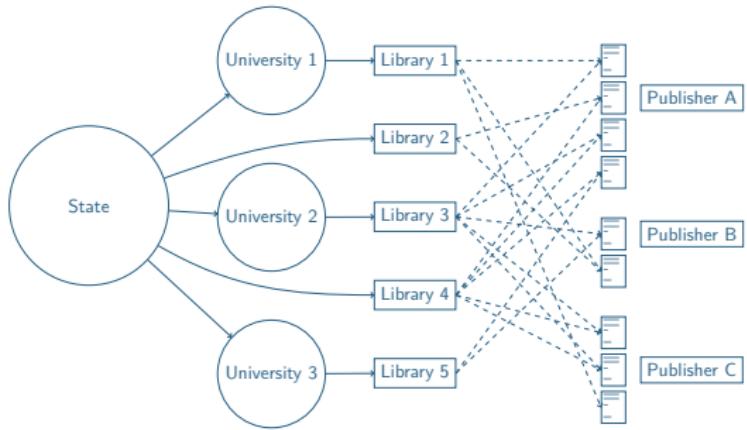
- › monographs and edited volumes
- › CC-BY
- › 20 series, 160 editorial board members worldwide
- › 70 published books, 350 expressions of interest
- › up to >20.000 downloads per book
- › open access, open source, open data
- › consortial funding: 101 institutions worldwide for 1000 EUR/year via Knowledge Unlatched
- › community-based publisher
 - › community proofreading
 - › advisory board
 - › series editors meeting
- › all contributors are acknowledged

Language Science Press

	Natural causes of language in France, Ireland, and beyond Isaac Bertrand (Author)		A typology of marked-languages Carsten Hinkel (Author)		The Talking Heads experiment: Origins of words and meanings Liz L. Stein (Author)		Grammaticalization in the Norths: Noun phrase or verb phrase? In: Selected papers from WCCFL 26 Gillian Oblique (Author)		A grammar of Pashto Jesús Villar (Author)		Predicative detail in Neapolitan Italian Francesca Cengosi (Author)
	Linguistic variation, identity construction and cognition Katie E. Drager (Author)		Language design for the domain of culture Joris Deyns (Author)		A grammar of Fula Doris Scherzer (Author)		Thought as grammaticalization Christina Lehmann (Author)		How modifiable can self-organizing memory be? Paul Thagard (Author)		A grammar of Maori Lisa Bergfeld (Author)
	Roots of language David Beckman (Author)		The empirical base of generative grammar: Judgments and linguistic methodology Current T. Fincham (Author)		A grammar of Fula Hank Lopreato (Author)		New directions in corpus-based translation studies Claude Fabbri, Fabrizio Zecchini (Volume Editor)		Grammatical theory: From transformational grammar to case-based approaches Sebastian Müller (Author)		Advances in the study of Basque languages and linguistics Catherine Suárez, Begoña Gardeazábal (Volume Editors)
	The evolution of grounded spatial language Michael Springer (Author)		The evolution of case grammar René van Hoek (Author)		The Poetics of dialect: Selected papers from the 10th International Conference on Slavic Linguistics XII Mirella Holz, Christiane Koenigsmann, John Neronow (Volume Editor)		Spoken and Valence: Zur Medialisierung von adverbialen und attributiven Strukturen mit dem Kasus im Russischen und im Deutschen Tessa Lehrer (Author)		Adjective attribution Michael Böller (Author)		A grammar of Yucatec Quiche Alicia Shrivastava (Author)
	Semantics/Pragmatics: Didactics in the descriptivistischen Linguistik (1970-2010) Johannes J. Höglund (Author)		Farhoushing: Language technologies for translating and learning Geryo Saito, Daniel Stein, Felix Tsatsas, Andreas Wölfel (Volume Editor)		Demotivating and Applied Linguistics Silke Hartung, Barbara Sommer, Sonja Grüter (Volume Editor)		Farhoushing: Grammaticalization in sentence-level step-by-step (the road to comparatives and passives sans verbe au nominatif via tenses) Günter Wölfel (Author)		Entwicklung in die grammatische Beschreibung des Deutschen: Zweite (durchgesehene) Auflage Hans-Joachim Böhme (Author)		New perspectives on coherence and coherence: Segmentation for translation Klaus Michael Küller, Stephan Günzenhäuser, Katharina Klemm (Volume Editor)
	Tense in Syntactic NPs: lexical bases and morphodynamics Alessio Michaeli (Author)		A grammar of Baybayin Pedro Vicente (Author)		Farhoushing: Attribution constructions in North-Eastern Non-Anglophone Englishes Arie Gommel (Author)		Farhoushing: Empirical modelling of translation and interpreting Silke Hartung, Barbara Sommer, Silvia Schäfer-Holzner, Bernd Meyer (Volume Editor)		Farhoushing: Reflections on Bilingualism Günter Wölfel (Author)		Diversity in African languages: Selected papers from the 40th Annual Conference of the African Linguistics Society Doris L. Payne, Sara Pachinkos, Mikyók Szűcs (Volume Editor)
	Annotation, interpretation and evaluation of parallel corpora: ICCL 2011 Silke Hartung (Editor), Stefan Helmert (Editor)		Farhoushing: Beliefs about deictic pronouns Tomasz R. Horwitz (Author), Stefan Möller, Frank Ritter, Marga Reis (Volume Editors)		The Skelligeze: Dictionary and grammar sketch Tomasz R. Horwitz (Author)		A grammar of Pashto Malay Angela Hügel (Author)		Farhoushing: Unity and diversity in grammaticalization research Wolfram Boeckx, André Luis Santos (Volume Editors)		Dependencies in language: On the causal ontology of linguistic systems Günter Wölfel (Volume Editor)
	Farhoushing: Order and structure in syntax II: Subjecthood and argument structure Laura A. Bailey, Michelle Shueyhan (Volume Editors)		Farhoushing: Order and structure in syntax I: Word order and syntactic structure Laura A. Bailey, Michelle Shueyhan (Volume Editors)		The Skelligeze: Dictionary and grammar sketch Tomasz R. Horwitz (Author)		A grammar of Pashto Jesús Villar (Author)		Farhoushing: Unity and diversity in grammaticalization research Wolfram Boeckx, André Luis Santos (Volume Editors)		On finding (ir)regularities (and irregularities): Structures, Relations, Analyses Oliver Beuers, Leanne H. Rossell (Volume Editors)

Flow of money in a reader-pays model

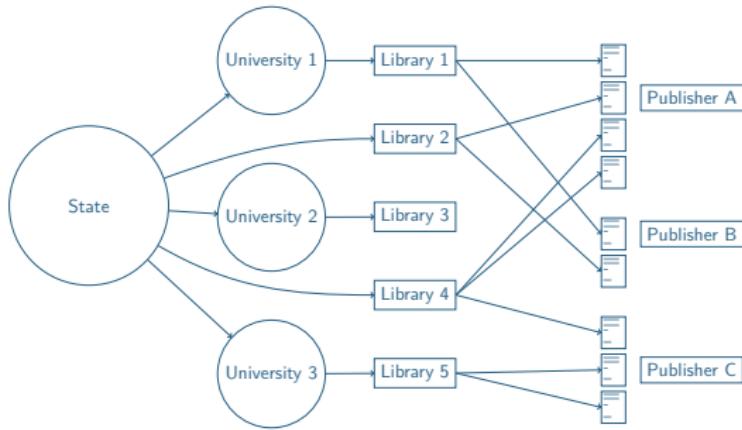
| Subscription model



- ⟩ Every title is paid for by multiple institutions
- ⟩ Unclear, how much money the publisher makes

Flow of money in an author-pays model

| Gold



- › Every title is paid for by exactly one institution
- › Revenue of publisher is absolutely clear and transparent

Commodification

| Gold
| Commodification

- › buyer and seller are clearly identifiable in a Golden setup
- › buyers will shop around
- › bang for the buck
- › monitoring: min, max, average, median
- › prediction: service providers for selecting the “right” journal.

- › price tag
 - › easier to get 10 * 1000 EUR APCs than 1 * 10.000 EUR BPC
 - › or 100 * 100 with reader-pays
- › standardization
 - › “A book costs 5000 EUR, period”
 - › once the vocabulary is established, ideas outside of that vocabulary become difficult to express

Competition in Academia





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Collaboration



Photo Johansen Laurel

- › attribution
- › brands
- › calculations

Attribution

- › People want to belong
- › Recognition is a powerful incentive
- › Division of labour
 - › community-based effort
 - › senior academics do reviewing; junior academics do community proofreading

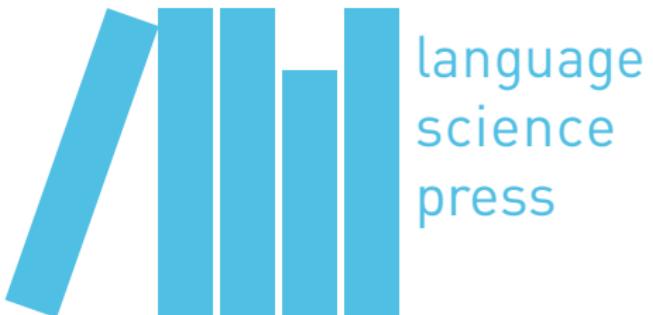
🟡 Gold proofreaders



🟡 Silver proofreaders



- › Understand prestige
- › You got 1 shot
- › Protect your brand
 - › Registration
 - › Mainly defensive, not offensive



Calculations

- › know your product.
 - › What is it exactly that you provide?
 - › Why is it valuable?
 - › Valuable to whom?
- › know the resources required
 - › know-how
 - › technology
 - › staff
 - › funding
- › know the honest costs
- › self-exploitation is not a business model!
- › share your data!

Neoliberal scum!

The following concepts are related, but distinct:

- › Ownership of the means of production (capitalism)
- › State intervention in the economy (neoliberalism)
- › Business calculations (accountancy)
- › Standardization of products (commodification)
- › Competition/collaboration

⟩ Gold [Au]

- ⟩ APC-based financing

⟩ Platinum [Pt]

- ⟩ no charges for authors (APCs, submission charges or any other)
- ⟩ funded through a consortial scheme or equivalent

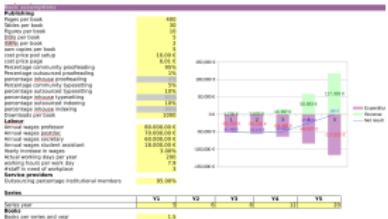
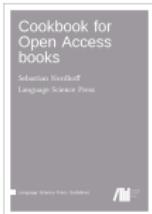
⟩ Palladium [Pd]

- ⟩ purely not-for-profit public enterprise
- ⟩ none of the activities generate any profit
- ⟩ all financial statements are publicly disclosed

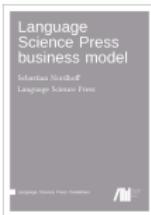


[https://jscaux.org/blog/
post/2017/09/20/
noble-metals-noble-cause/](https://jscaux.org/blog/post/2017/09/20/noble-metals-noble-cause/)

github.com/langsci/opendata



	16	17	18	19	20	22	25	27	46	48	49	50
2017_01	23	36	18	39	53	152	779	0	594	49	62	24
2017_02	9	60	42	22	61	172	460	0	565	122	83	27
2017_03	33	69	50	38	53	278	434	0	585	226	102	65
2017_04	23	44	51	24	36	171	276	0	472	134	46	45
2017_05	16	49	42	53	65	142	673	0	506	119	45	31
2017_06	13	36	20	84	52	170	524	14	407	114	347	15
2017_07	13	38	39	73	64	76	713	5	83	36	44	14
2017_08	20	60	44	61	50	99	684	0	231	161	63	47
2017_09	11	46	14	18	45	181	224	0	297	55	42	26
2017_10	31	43	30	39	38	91	272	0	439	99	34	48
2017_11	22	84	37	28	91	122	304	0	486	158	80	33
2017_12	17	199	45	63	55	118	246	48	327	90	75	39



- › Bottom line: LangSci books cost 3-4k€ total
 - › Various studies report costs of 10-35k€ per book for reader-pays models.

Wrapping up

- › Publishers should watch their figures
- › Collaborative publishers should disclose their figures
- › Nice result: the figures actually show that collaboration outcompetes competition.