

Community-based publishing

Sebastian Nordhoff 2017-11-03 Workshop FID Afrikanistik



Language Science Press

-) linguistische Monographien und Sammelbände als CC-BY
-) aktiv seit 2014 (FU Berlin), seit 2017 HU Berlin
- 20 Reihen, 160 Herausgeber weltweit
 - Contemporary African Linguistics
 - African Language Grammars and Dictionaries
 - \rangle Niger-Congo Comparative Studies
 - **)** ...
- > 45 veröffentlichte Bücher, 305 Interessensbekundungen
- angle 914 $\it public supporters + 305 "anonyme Unterstützer"$
-) Plan ab 2018: 30 Bücher pro Jahr
-) bis zu >20.000 Downloads pro Buch



Afrikanistische Bücher bei Language Science Press











- 1. allgemein zugänglich
- 2. billiger
- 3. demokratischer



Welche Art von OA in den Buchwissenschaften?
Grüner Weg: allgemein als nicht praktikabel angesehen
Goldener Weg: Autorengebühren im fünfstelligen Bereich
10.000 EUR (de Gruyter); 18.500 EUR (Brill).
(vgl. Buchpreis 100 EUR, Auflage 200 = Umsatz 20.000 EUR)
Diamant/Platin-Weg: Community-based publishing
Open Library of Humanities; Language Science Press



Reclaim the brands!

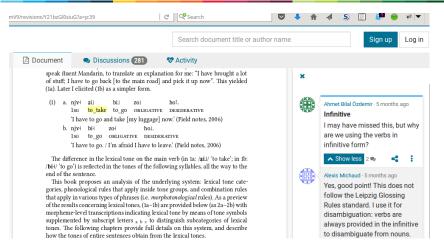
-) Marke = Prestige = bessere Jobchancen = h\u00f6heres Lebenseinkommen
- Monetarisierung der Marken durch Verlage
 -) Kosten des Erhalts der Marke sehr gering durch Self-Selection der Einreichenden
- > Schritte zur Lösung:
 - Aufbau neuer Marken
 - Absicherung der neuen Marken gegen Übernahmen
 - Negativbeispiele: SSRN, LivingReviews
 -) Markenhoheit bei der Community

Was bedeutet *community-based publishing?*

- Marke gehört der Community
- Einbindung der Community
 - Advisory Board
 - Schriftenreihen
 - (Open) Peer Review
 - Community Proofreading
 - Community Typesetting
 - > Community Illustration
 - Gamification
-) Hohe Loyalität
- Hohe Durchdringung: bisher 120 verschiedene Community Proofreader
- Partizipationsmöglichkeiten auf allen Qualifikationsstufen
 - Studenten, Doktoranden, Postdocs, Professoren

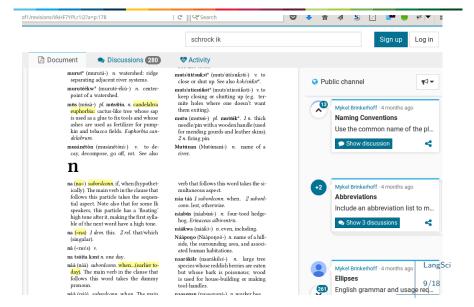


Community: Open Review



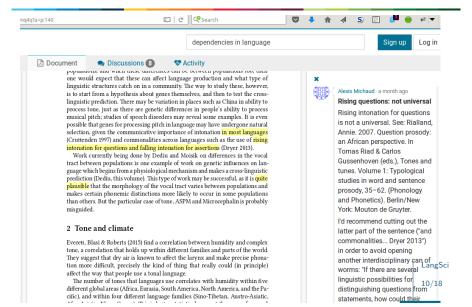


Community: Community Proofreading





Community: Post Publication Comments





) Nur Open-Source-Software, nur CC-BY, transparente Kalkulationen











Offenheit: Nachnutzung

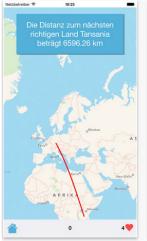


LangSci



Offenheit: Nachnutzung

iPhone-App Languini



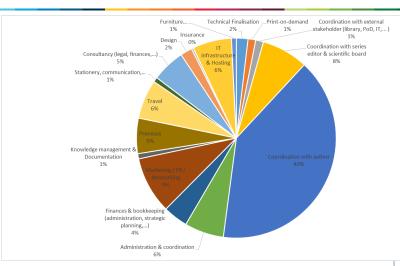


LangSci 13/18





Kosten Bottom-Up







Costs	Basis personnel	Basis hours / unit	Basis Days / Y1	Basis days / Y2	Basis days / Y3	Basis days / Y4	Basis days / Y5	Basis €/month	Basis £ / year	Costs Y1	Costs Y2	Costs Y3	Costs Y4	Costs Y5
ariable costs										6.026.39 €	4.393.50 €	5.139.62 €	5.941.01 €	6.800.75
nalization print: marketing (per book)	Scientist	1.00	0.63 Tags	0.88 Tag	1.13 Tage	1.38 Tage	1.63 Tage			206.00 €	297.05 t	393.38 €	495.22 €	602.82
pload PoD (per book)	Assistant	1.001	0.63 1200	0.88 120	113 1200	1 38 566	1.63 1200			81.75.6	117.16.5	155 16 6	105 37 £	237.76
oordination PoD service providers (per year)	Scientist	1.00	0.13 (50)	0.13 350	0.13 1500	0.13 Tags	0.13 lane			41.20 €	42.44.6	43.71.6	45.02.6	46.37
oordination university library (per year)	Scientist	1.001	0.13 Tano	0.13 Tag	0.13 1200	0.13 Tana	0.13 Tano			/11.20.6	72 AA 5	73.71.6	//5.02 £	46.37
uthor support (per book)	Scientist	1.00	0.63 0.00	0.88 0.0	113 1300	1.38 0.00	1.63 0.00			205.00 0	297.05 0	393.38.6	495.72 €	602.82
eries editor supper (per series)	Scientist	1.00	0.63 Tand	0.88 Tan	1 13 1200	1 38 1500	1 63 Tano			206.00.6	207.05.6	303 38 6	705 22 £	602.82
coulsition of a new institutional member	Scientist	1.00	0.63 0.64	0.25 0.0	0.75 1200	0.25 1566	0.75 0.00			205.00.0	8/1 87 6	87.77.6	00.07.6	97.74
aising institutional member (per year)	Scientist	1.00	0.63 586	0.88 356	1 13 1580	1 38 1580	1.63 1200			206.00 6	797 05 f	303 38 6	495.22 £	602.82
stitutional member admin (per year)	Clerk	1.001	0.63 1200	0.88 120	113 1200	1 38 1500	1.63 1200			177.88.6	256.50 £	330 67 0	427.61.6	520.52
cousition new individual member	Scientist	0.02	0.70 1500	0.00 150	0.02 1500	0.02 1560	0.02 1500			222.00 6	4 95 6	6.56.6	9.75 6	10.05
dmin new individual member	Clerk	0.17	7.04 7500	0.15 750	0.10 1500	0.02 1500	0.77 1500			2 001 05 6	47.75 2	56.61.6	71 77 6	06.75
upport individual member (vear)	Scientist	0.02	0.70 TaA	0.13 150	0.13 1590	0.25 lags	0.27 lage			737.004	244.01.0	257.88.6	273 27 6	202.13
dmin individual member (year)	Clerk	0.17	7.04 1500	7 10 150	7 20 1500	7.60 1500	7 00 1500			2 001 05 6	2 106 02 4	2 226 75 6	2 264 92 4	2 522 52
upport donors (per donor)	Scientist	0.17	7.04 1808	7.19 180	7.30 BUE	7.00 1305	7.00 HUE			2,004,00 €	2,100.93 4	2,220,73 €	Z,304.0Z %	100.02
dmin donors (per donor)	Clerk	0.021	0.10 800	0.13 100	0.12 1390	V-23 MUS	V-27 10VS			140 33 4	313 15 6	202.00 0	756 74 6	100.47
	CIRIT	0.001	U.32 HUH	V.73 HU	V.391 1800	1010	1.33 600			###	413/43	###	***	1122/1
ix personnel costs										###	###	###	###	##
earn coordination	Scientist		10.00 Tage	10.00 liq	10.00 lage	10.00 lage	10.00 lhgs			3,296.00 €	3,394.88 €	3,495.73 €	3,601.63 €	3,709.68
asing with administration at home institution	Scientist		10.00 Tage	10.00 lag	10.00 lage	10.00 lage	10.00 lage			3,295.00 €	3,394,88 €	3,496.73 €	3,601.63 €	3,709.68
coordination and direction for service providers	Scientist Scientist Scientist		10.00 Tage 10.00 Tage 10.00 Tage	10.00 Tag 10.00 Tag	10.00 Tage 10.00 Tage	10.00 Tage 10.00 Tage	10.00 Tage 10.00 Tage			3,296.00 € 3,296.00 €	3,394.88 € 3,394.88 €	3,496,73 €	3,601.63 £	3,709.68 3,709.68 3,709.68
R	Scientist		10.00 Tage	10.00 Tag	10.00 Tage	10.00 Tage	10.00 Tage			3.296.00 €	3.394.88 €	3 496 73 €	3.601.63 €	3.709.68
vents & conferences	Scientist		10.00 Tage	10.00 100	10.00 1000	10.00 0.00	10.00 0.00			3 706 00 6	3 304 88 6	3 /106 73 6	3 601 63 6	3 700 68
esentations & networking	Scientist		10.00 Tage	10.00 320	10 00 Tago	10.00 1500	10 00 Tags			3 206 00 6	3 307 88 6	3 /106 73 6	3 601 63 £	3 700 68
anagerial accounting	Scientist		10.00 Tage	10.00 00	10.00 000	10.00 500	10.00 0.00			3 705 00 0	3 304 88 6	2 /06 /3 6	3 601 63 6	3 700 68
nancial planning	Scientist		10.00 Tage	10.00 758	10.00 1500	10.00 156	10.00 550			2 206 00 6	2 204 99 6	2 406 72 6	2 601 62 6	2 700 69
nokkeening	Clerk		10.00 Tage	10.00 120	10.00 1200	10.00 1000	10.00 0.00			2 846 00 6	7 031 38 6	3 010 37 6	3 100 on a	3 203 20
rant proposals	Scientist		10.00 Tage	10.00 158	10.00 1500	10.00 550	10.00 540			2 706 00 6	2 204 99 6	2 /06 72 6	2 601 62 6	2 700 69
eneral admin	Clerk		10.00 Tage	10.00 150	10.00 1500	10.00 1200	10.00 1500			7 0 / 6 / 6	7 021 20 4	2 010 22 6	2 100 00 6	2 702 70
anuals and guidelines	Scientist		10.00 Tage	10.00 150	10.00 1500	10.00 800	10.00 800			2 205 00 6	2 204 99 4	3,015,32 €	2 501 52 5	3,203,20
ranuais and quidenies	JAMES IN STREET		20.00 mgc	20.00 110	10.00	40.00 1100	40.00 110				2,227,00	2,420,720	2,002.02.0	2,102,00
ix non-personnel costs										###	222	###	242	- 44
ent								1.000.00 €		12.000.00 t	12.360.00 €	12.730.80 ¢	13.112.72 €	13.506.11
tationary and telco								100.00 €		1.200.00 €	1.236.00 #	1.273.08 €	1311 27 6	1.350.61
pokkeeping and annual closure								120.00 €	600.00	2,040,00.6	2 101 20 0	2.164.24 €	2 229 16 0	2 296 04
ave								220.00	10,000.00	10,000,00.6	10 300 00 6	10.600.00.6	10 927 27 £	11 255 00
egal costs									2,000.00	2 000 00 0	7 060 00 0	2 121 80 6	7 185 75 6	2 251 02
surance	!								500.00	500.00.6	515.00.6	530.45 €	546.36.6	562.75
esion and marketing	 								3 000 00	3 000 00 0	3 000 00 2	3 187 70 6	3 778 18 6	3 376 53
infrastructure	l	-				_			10.000.00	10 000 00 6	10 200 00 4	10 600 00 6	3,210.10 t	11 755 00
osting		 						120.00 €	10,000.00	7 770 00 5	1 702 70 7	1 527 70 6	1 572 52 6	1 670 72
epeciation of investment	 				_				1 230 77 (1,440.00 €	1,403.20 €	1,327.70 €	1,3/3.33 €	1,020.73
					_				1.630.77			0.00		
um										###			9.336.58 €	



Kosten Bottom-up

Costs	Basis	Basis hours / unit	Basis Days /	Basis days /	Basis days /	Basis days/Y4	Basis days /	Basis €/month	Basis £ / year	Costs Y1	Costs Y2	Costs Y3	Costs Y4	Costs Y5
Ariable costs	personnei	nours / unit	7.1	1/2	13	days / 14	13	€/month	€ / year	6.026.39 €	4 303 FO 6	E 130 C2 C	E 041 01 6	C 000 7E
inalization print; marketing (per book)	Scientist	1.00		0.00						6,026.39 €	4,393.30 €	3,139.62 €	3,941.01 €	6,800.73
Inalization print; marketing (per book)		1.00	U.03 IB09	0.88 130	1.13 1306	1.38 1309	1.03 1306			∠00.00 €	Z97.U3 %	393.38 €	490.22 5	007.874
Jpioad PoD (per book)	Assistant		U.03 lage	0.88 130	1.13 1306	1.38 1306	1.03 lage			81.25 €	117.10 €	155.10 €	195.32 €	237.703
oordination PoD service providers (per year)	Scientist	1.00	0.13 1300	0.13 110	U.13 Fige	U.13 Inge	U.13 lags			91.20 5	92,99 %	95.71 5	40.02 \$	40.37
oordination university library (per year)	Scientist	1.00 h	0.13 lage	0.13 130	0.13 1306	0.13 lage	0.13 1806			41.20 €	4Z.44 E	43./1 €	45.UZ €	40.373
uthor support (per book)	Scientist	1.00 h	0.63 lage	0.88 110	1.13 lage	1.38 lage	1.03 lags			205.00 €	297.05 €	393.38 €	495.22 €	602.82
eries editor supper (per series)	Scientist	1.00 h	0.63 lage	0.88 lag	1.13 lage	1.38 lage	1.63 lage			205.00 €	297.05 €	393.38 €	495.22 €	602.824
equisition of a new institutional member	Scientist	1.00	0.63 Tage	0.25 Tag	0.25 Tage	0.25 Tage	0.25 Tags			206.00 €	84.87 €	87.42 €	90.04 €	92.74 (
iaising institutional member (per year)	Scientist	1.00	0.63 Tage	0.88 Tag	1.13 Tage	1.38 Tage	1.63 Tags			206.00 €	297.05 €	393.38 €	495.22 €	602.824
nstitutional member admin (per year)	Clerk	1.00 h	0.03 Tage	0.88 Tag	1.13 Tage	1.38 Tage	1.03 lags			177.88 €	256.50 €	339.67 €	427.61 €	520.524
cquisition new individual member	Scientist	0.021	0.70 Tage	0.01 Tag	0.02 Tage	0.02 Tage	0.03 lags			232.09 t	4.95 €	6,56 €	8.25 €	10.05
dmin new individual member	Clerk	0.17	7.04 Tabe		0.19 Tage	0.23 Tage	0.27 Tags			2,004,05 €	42,75 €	56,61 €	71.27 €	85,75
upport individual member (year)	Scientist	0.021	0.70 Table	0.72 110	0.74 1306	0.76 Tage	0.79 Table			232.09 t	244.01 €	257.88 €	273.87 €	292.14
dmin individual member (year)	Clerk	0.17	7.04 Table	7.19 Tag	7.38 Tags	7.60 Tags	7.88 Tags			2.004.06 €	2.106.93 €	2.226.75 €	2.364.82 €	2.577.57
upport donors (per donor)	Scientist	0.021	0.10 7304	0.15 30	0.19 3ans	0.23 1306	0.27 Ros			34 33 6	49.51.6	65.56.6	87.54.6	100.47
dmin donors (per donor)	Clerk	0.081	0.52 Table	0.73 Tag	0.94 Tage	1.15 Tags	1.35 Tags			148.23 t	213,75 €	283.06 €	356.34 €	433,774
ix personnel costs										###	***	###	***	###
eam coordination	Scientist		10.00 Tage	10.00 Turk	10 00 Turv	10.00 Tax	10.00 Des			2 700 100 1	2 204 99 5	2.406.723	2 501 52 5	2 700 00
lasing with administration at home institution	Scientist		10.00 Tage	10.00 150	10.00 7500	10.00 1200	10.00 1500			2 205 00 6	2 204 00 6	2 //06 72 6	2 601 62 6	2 700 60 4
asing with administration at nome institution	Juenust		10.00 lage	10.00 100	10.00 1000	10.00 800	10.00 1005			J1230.00 t	3,334,00 %	3,430,73 €	3,001.03 t	3,703,003
Coordination and direction for service providers	Scientist		10.00 Tage		10 00 Tem		10.00 T			2 206 00 6	2 204 00 6	2.406.72.6	2 601 62 6	2 700 60 /
portination with advisory board	Scientist		10.00 Tage	10.00 130	10.00 1905	10.00 808	10.00 100			3,290,00 €	3,394.00 %	3,490,73 €	3,001.03 4	3,709.05
portination with advisory board				10.00 130	10.00 1906	10.00 lage	10.00 lage			3,290.00 €	3,394.00 €	3,490.73 €	3,001.03 €	3,709.004
portination marketing	Scientist		10.00 Tage 10.00 Tage	10.00 110	10.00 1100	10.00 1100	10.00 lags			3,Z90.UU C	3,394,88 €	3,490.73 €	3,001.03 E	3,709.081
'K	Scientist			10.00 130	10.00 rage	10.00 lage	10.00 lage			3,290.00 €	3,394,88 €	3,490.73 €	3,001.03 €	3,709.083
vents & conferences	Scientist		10.00 Tage	10.00 liq	10.00 lage	10.00 lage	10.00 lags			3,295.00 €	3,394.88 €	3,495.73 €	3,601.63 E	3,709.681
esentations & networking	Scientist		10.00 Tage	10.00 lag	10.00 lage	10.00 lage	10.00 lags			3,295,00 €	3,394,88 €	3,495.73 €	3,601.63 €	3,709,684
fanagerial accounting	Scientist		10.00 Tage	10.00 Tag	10.00 Tage	10.00 Tage	10.00 Tags			3,296.00 €	3,394.88 €	3,496.73 €	3,601.63 €	3,709.684
inancial planning	Scientist		10.00 Tage	10.00 Tag	10.00 Tage	10.00 Tage	10.00 Tags			3,296.00 €	3,394.88 €	3,496.73 €	3,601.63 €	3,709.684
lookkeeping	Clerk		10.00 Tage	10.00 Tag	10.00 Tage	10.00 Tage	10.00 Tags			2,846.00 €	2,931.38 €	3,019.32 €	3,109.90 €	3,203.204
rant proposals	Scientist		10.00 Tage	10.00 Tag	10,00 Tage	10.00 Tage	10.00 had			3,296.00 t	3,394.88 €	3,496.73 €	3,601.63 €	3,709.68
eneral admin	Clerk		10.00 Tage		10.00 Tage	10.00 Tage	1.0.00 Tags			2.846.00 €	2.931.38 €	3.019.32 €	3,109,90 €	3,203,204
Manuals and quidelines	Scientist		10.00 Tage	10.00 Tag	10.00 Tage	10.00 Tage	10.00 lage			3,296.00 €	3,394.88 €	3,496.73 €	3,601.63 €	3,709.68
x non-personnel costs										###	===	###		###
ent								1.000.00 €		12 000 00 0	12 360 00 6	12 730 80 6	13 112 72 6	13.506.11.0
tationary and telco								100.00 €		1 200 00 6	1 236 00 6	1 273 08 6	1 311 27 £	1 350 61 (
ookkeeping and annual closure	 	-			_			120.00 €	600.00	2 040 00 6	2 101 20 6	2 164 24 6	7 770 16 6	2 205 04
ravel	 							120.00 €	10,000.00	10 000 00 6	10 200 00 6	10 600 00 6	10 027 27 6	11 255 00
egal costs					_	_			2.000.00	10.VVVVVVVVV	10,200,00 t	2 121 00 6	7 105 15 4	3 353 03
nsurance	 	-			_			_	500.00	2,000,00 0	2,000.00 t	2,121,00 t	546 76 6	2,231,021
Design and marketing									3.000.00	2 666 66 2	2 555 55 2	2 102 70 6	2 210 10 2	2 276 52
Jesign and marketing	!	1			_	_			10.000.00	10 000 00 6	10 200 00 4	10 500 00 6	3,210.10 t	11 755 00
osting					_			120.00 €	10,000.00	10,000,000	10,000,00 €	10,009,00 0	14,761-613	11,632,07
legeciation of investment					_			120.00 €	1 230 77 (1,440.00€	1,403.20 €	1,327.70 €	1,373.33 €	1,020.73
Representation of investment					_				1.430.//				1,730,771	1.750.77
										###			222	###

) kalkulatorische Kosten für ein Buch in Jahr 5: 8.186,77 EUR

LangSc





Kosten: Top-Down

- > Förderung DFG 2014-2016: 587.000€
-) 20 Bücher
-) Kosten pro Buch umgelegt: 29.350€



Kosten: Top-Down

- > Förderung DFG 2014-2016: 587.000€
-) 20 Bücher
-) Kosten pro Buch umgelegt: 29.350€
- Laufende Kosten HU im Jahr 2017: ~100.000 EUR
- > Stand heute: 22 Bücher veröffentlicht, bis Ende Dezember 30
-) Kosten pro Buch umgelegt: 3.333 EUR

- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften





- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften

2.000 EUR





- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften

2.000 EUR

100 EUR





- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften

2.000 EUR

100 EUR

0 EUR





- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften

2.000 EUR

100 EUR

0 EUR

2.400 EUR





- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften

2.000 EUR

100 EUR

0 EUR

2.400 EUR





- 1. Spenden
- 2. Mitgliedschaften
- 3. Autorengebühren
- 4. Printmarge
- 5. Institutionelle Mitgliedschaften

2.000 EUR

100 EUR

0 EUR

2.400 EUR





Institutionelle Unterstützer

