



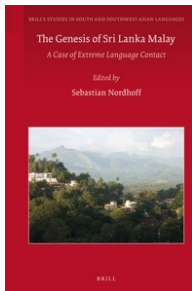
Outcompeting Gold

Sebastian Nordhoff

2018-06-26, Radical Open Access, Coventry

Language Science Press

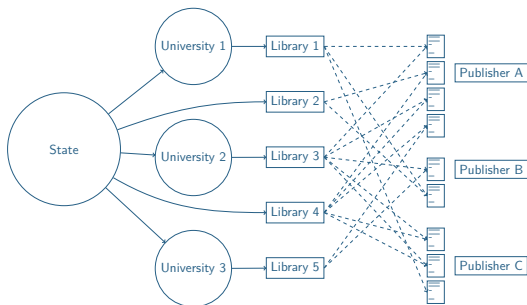
- › General linguistics a comparatively small field
- › 25 000 linguists worldwide
- › Books and articles
- › Books at 100-200 EUR
- › Books sell <200 copies



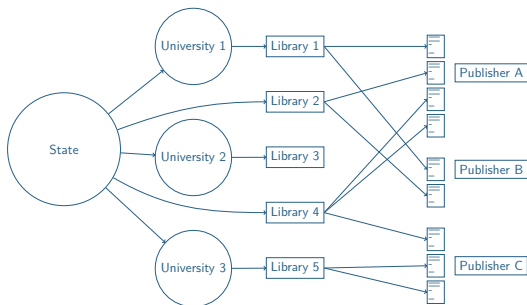
- } PhD 2009, Universiteit van Amsterdam
- } *A grammar of Upcountry Sri Lanka Malay*
- } *The genesis of Sri Lanka Malay* (Brill, 2012)
- } *Linked data in Linguistics* (with Christian Chiarcos and Sebastian Hellmann, Springer, 2012)
- } *Electronic grammaticography* (University of Hawai'i Press, 2012)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





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



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

- › 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

picture with anecdote

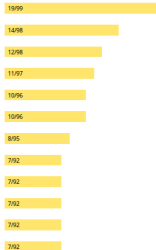
- › attribution
- › brands
- › calculations

- > 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

- > **Andreas Hölzl** (view profile)
- > **Eitan Grossman** (view profile)
- > **Christian Döhler** (view profile)
- > **Jean Nitzke**
- > **Martin Haspelmath** (view profile)
- > **Alec Shaw** (view profile)
- > **Ikmi Nur Oktavianti** (view profile)
- > **Andrea Calude** (view profile)
- > **Felix Kopecky** (view profile)
- > **Michelle Natolo** (view profile)
- > **Benedikt Singler** (view profile)
- > **Ahmet Bilal Özdemir** (view profile)



Silver proofreaders

- > **Mykel Brinkerhoff**
- > **Stephanie Natolo** (view profile)



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



- › 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
- › 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]

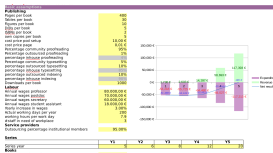
- > no charges for authors (APCs, submission charges or any other)
- > funded through a consortial scheme or equivalent

> Palladium [Pd]

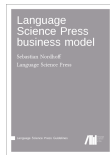
- > purely not-for-profit public enterprise
- > none of the activities generate any profit
- > all financial statements are publicly disclosed



<https://jscaux.org/blog/post/2017/09/20/noble-metals-noble-cause/>



	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	297	83	36	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	59	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.

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