



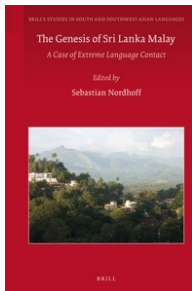
# Outcompeting Gold

Sebastian Nordhoff

2018-06-26, Radical Open Access, Coventry

Language Science Press

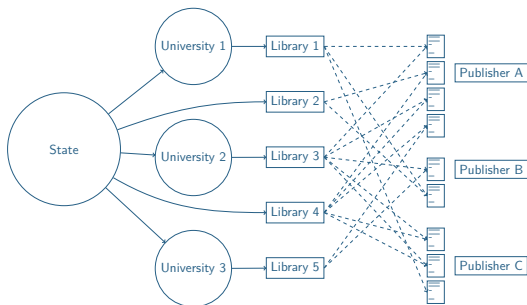
- › General linguistics a comparatively small field
- › 25 000 linguists worldwide
- › Books and articles
- › Books at 100-200 EUR
- › Books sell <200 copies



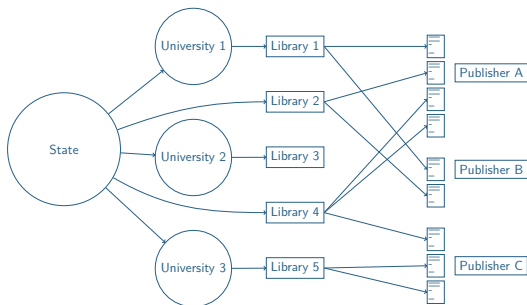
- } PhD 2009, Universiteit van Amsterdam
- } *A grammar of Upcountry Sri Lanka Malay*
- } *The genesis of Sri Lanka Malay* (Brill, 2012)
- } *Linked data in Linguistics* (with Christian Chiarcos and Sebastian Hellmann, Springer, 2012)
- } *Electronic grammaticography* (University of Hawai'i Press, 2012)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

- › 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!

# Neoliberal scum!

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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/>



- › Business model
- › Cookbook
- › Business data
- › Spreadsheet
  
- › Bottom line: LangSci books cost 3-4k€ total
- › Various studies report costs of 10-20k€ 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.