



## Language Science Press

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## Profits and Prices

- Publishers have high margins:  
 Elsevier 37.17 %<sup>1</sup> and Springer Science+Business Media S.A. 35.80 %
- Compare this with “normal” companies:  
 Siemens (8.6 %), Daimler (5.6 %)
- The German Bank aimed for 25 % of return on equity  
 (Eigenkapitalrendite), which was considered to be *Turbokapitalismus*<sup>2</sup>.
- Elsevier and Springer are way above this.
- They increase their profits every year:
  - Elsevier 6 % 2010 to 2011<sup>1</sup>
  - Springer 5–7 % per year<sup>3</sup>

<sup>1</sup>Reed Elsevier Annual Reports and Financial Statements 2011, p. 9.

<sup>2</sup><http://de.wikipedia.org/wiki/Turbokapitalismus>. 24.10.2012.

<sup>3</sup>Berliner Zeitung, 19.10.2012, reuters

## Book Prices

Some extreme cases (Müller, 2012):

- Markus Bader, Josef Bayer: Case and Linking in Language Comprehension: Evidence from German.  
 Springer sells it for 208,64 € paperback (\$0.76/0.64€ per page).
- *The Encyclopedia of Language & Linguistics* (Elsevier)  
 9,000 pages, \$6,845/4,151€, \$0.76/0.46€ per page  
 paper with 8 pages<sup>4</sup> costs \$31,50 (\$3.94 per page)
- Allwood, Anderson, and Dahl (Allwood et al., 1973, 112 pages) was published by Niemeyer and sold for 9,40€ as a paperback.  
 de Gruyter sells it for \$126.00/89,95€<sup>5</sup> (\$1.12/0.80€ per page).
- Send me your favourite examples!

<sup>4</sup><http://dx.doi.org/10.1016/B0-08-044854-2/01999-4>. 24.10.2012.

<sup>5</sup><http://www.degruyter.com/isbn/978-3-11-096350-2>. 19.09.2012.

## Components of Book Prices

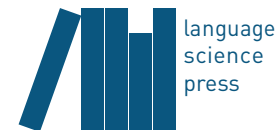
1. work done by the author (paid by the research institution or by nobody)
2. production costs (editorial process, employees of the publisher, design of cover, ISBN number, paper, printing)
3. storage and maintenance cost for infrastructure for electronic publications
4. advertising costs
5. publisher's profit margin
6. royalties for the author
7. storage of the books (Zwischenlager)
8. distribution of the book by a main distributor
9. distribution of the book by a bookstore
10. added value tax (depends on the country/state)

## Analysis

- Storage, distribution make up 55 % of the total cost, we do not need this (sorry, to the book shop owners ...)
- Profit margins are up to 37 %, we do not want this (sorry, to some publishers ...)
- This leaves us with production, marketing, storage and maintenance.
- The price for this when done via CreateSpace (an Amazon daughter) is \$0.023/0.022€ per page.
- A factor of 20–50!

## The Solution

- Open Access + Print on Demand (for books)
- OA initiative OALI started in August 2012
- over 100 very prominent supporters (418 in total):  
<http://langsci-press.org/Meta/sign/supporters>
- Martin Haspelmath and me founded Language Science Press.



- Community-based: volunteers for reviewing, typesetting, web-development, ...
- Supported by DFG in a program on OA Monographs with > 575.000€.  
Business model, XML, gamification (see Müller and Haspelmath, 2013)

## Challenges and Advantages

Challenges:

- quality control
- typesetting
- marketing
- long term accessibility of documents

## Quality Control

- We do it anyway. We help establishing the brands.
- Make the process more transparent and more rewarding for reviewers, give them credit for speed, for good comments.
- Gamification: It is fun! You get badges. For instance Tumbleweed: “Asked a question with no votes, no answers, no comments, and low views for a week.” (<http://tex.stackexchange.com/users/18561/stefan-muller>)
- Reviewing by approved reviewers and after acceptance also by the crowd.
- Researchers below the PhD level can build a reputation.

## Advisory board (all regions and gender-balanced)

- Artemis Alexiadou (Universität Stuttgart)
- Jim Blevins (University of Cambridge)
- Balthasar Bickel (Universität Zürich)
- Geert Booij (Leiden University)
- Miriam Butt (University of Konstanz)
- Ewa Dąbrowska (Northumbria University, Newcastle)
- Arnulf Deppermann (Institut für Deutsche Sprache, Mannheim)
- Nomi Erteschik-Shir (Ben Gurion University of the Negev)
- Martine Grice (University of Cologne)
- Mutsumi Imai (Keio University at Shonan-Fujisawa)
- Laura Kallmeyer (University of Düsseldorf)
- Manfred Krifka (Humboldt Universität zu Berlin and ZAS)
- Mary Esther Kropp Dakubu (University of Ghana)
- Aditi Lahiri (University of Oxford)
- Stephen Levinson (Max Planck Institute for Psycholinguistics in Nijmegen)
- Anke Lüdeling (Humboldt-Universität zu Berlin)
- Detmar Meurers (Eberhard-Karls-Universität Tübingen)
- Sam Mchombo (University of California, Berkeley)
- Rachel Nordlinger (University of Melbourne)
- Jairo Nunes (University São Paulo)
- Steven Pinker (Harvard University)
- Friedemann Pulvermüller (Freie Universität Berlin)
- Stuart Shieber (Harvard University)
- Dieter Stein (Universität Düsseldorf)

## Decentral organization

- We established nine series (approved by the advisory board).
- Series editors take responsibility and ideally provide resources for type setting and proof reading.
- We do not ask people to establish series, they volunteer → their motivation is much higher.
- Nine series with editors from Africa, Asia, North America, Europe
  - In preparation/pledged: 28
  - Under review: 4
  - Accepted: 4 (3 are already typeset, to appear in March)
  - Rejected: 1

## Typesetting

- Some of us (the CL community + some authors in theoretical linguistics<sup>6</sup>) use  $\LaTeX$  → no (or little) need for type setters.
- In fact this saves the tax payer money, since those who use  $\LaTeX$  anyway do not have to deal with errors that are introduced by the publisher.
- Gamification could reward  $\LaTeX$  submissions, but other formats are accepted too.
- Decentral organization of series.  
Series editors guarantee support for type setting.
- Help by the community. (28 volunteers for typesetting)
- DFG positions as fall back.

<sup>6</sup>Wolfgang Sternefeld, Ralf Vogel, and Craig Thiersch are not just famous for their work in linguistics but also for their  $\LaTeX$  packages.

## Marketing

- Design, Branding (layout of books, web-design, flyers, posters)
  - Dipl-Designer Ulrike Harbordt
  - Prof. Barbara Schmidt (Product design, HDK, Berlin Weißensee)
- First approximation of web design is available at:  
<http://langsci-press.org/catalog>  
<http://langsci-press.org/Meta/>
- Poster at:  
<http://langsci-press.org/Meta/milestones.html>
- Linguist-List, Academia, . . .
- Twitter, facebook
- Publications that are available online are cited (and hopefully read) more often
- Book stands at conferences . . .

## Long Term Accessibility of Documents

- Universities maintain repositories for electronic documents.  
The complete infrastructure is in place, DOI, catalogous, . . . .
- LangSci Press will cooperate with the FU Berlin.
  - PDFs at document server of FU.  
FU has highly professional infrastructure team and up to date hardware.  
50.000 users, proxy gets over 3.100.000 requests per day . . .
  - PDFs are mirrored at German National Library.

## Advantages

Online publications can be richer:

- Enhanced publication (Dutch project)
- Connection to data in CL/Corpus Linguistics
- interactive trees  
(<http://hpsg.fu-berlin.de/OALI/rec2/rec2.html>)

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Linguistics. *Journal of Language Modelling* 0(1), 9–39.  
<http://hpsg.fu-berlin.de/~stefan/Pub/oa-jlm.html>,

28.01.2014.

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