



## Open Access in Linguistics: Introducing 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!

## Copyrights and Double/Triple Payment

- Publishers want us to transfer the copy- and translation rights to them.
- We/the customers pay for work that we did.  
But our work is already payed by the tax payer/the customer.
- Extreme case:
  - Author publishes a paper including a figure with publisher A.
  - Author wants to use her own figure in another paper with publisher B.
  - Publisher B asks publisher A for permission.
  - A wants money.
  - B does not have money and asks the author to pay A.
  - So, tax payer pays author, author pays publisher, customer pays publisher.
- If we need publishers in academia, they should be service providers.
- We could give them some rights for a limited time.

## The Solution

- Open Access + Print on Demand (for books)
- OA initiative OALI: <http://hpsg.fu-berlin.de/OALI/>
- Martin Haspelmath and me founded Language Science Press.



- Application for DFG grant in a program on OA Monographs.

## 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

- Artemis Alexiadou (Universität Stuttgart)
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## Series

Established, asking for submissions:

- African Language Grammars and Dictionaries  
Adams Bodomo, Ken Hiraiwa, Firmin Ahoua
- Studies in Diversity Linguistics  
Martin Haspelmath, Fernando Zúñiga, Peter Arkadiev, Ruth Singer, Pilar Valenzuela
- Empirically Oriented Theoretical Morphology and Syntax  
Stefan Müller, Berthold Crysmann, Laura Kallmeyer
- Implemented Grammars  
Stefan Müller, Berthold Crysmann, Laura Kallmeyer
- Translation and Multilingual Natural Language Processing  
Reinhard Rapp, Silvia Hansen-Schirra, Oliver Čulo

Coming soon:

- Phonetics and Phonology
- Topics at the Grammar-Discourse Interfaces
- Comparative Studies on Niger-Congo Languages

## 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.
- Hopefully DFG grant with money for a coordinator.
- Help by the community. (19 volunteers for typesetting)

<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.

## 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>)

## Getting Tenure and Promotion

- You may say: “Great, but will I get tenure with a book published OA?”
- OALI supporters: <http://hpsg.fu-berlin.de/OALI/>  
more than 100 very prominent supporters, among them: Anne Abeillé, Steven Abney, Artemis Alexiadou, Geert Booij, Johan Bos, Miriam Butt, Peter Culicover, Gisbert Fanselow, Anette Frank, Christiane Fellbaum, Charles Fillmore, Edward Gibson, Adele Goldberg, Kleantes Grohmann, Martin Haspelmath, Hubert Haider, Ron Kaplan, Ewan Klein, Wolfgang Klein, Manfred Krifka, Stephen Levinson, Gereon Müller, Steven Pinker, Friedemann Pulvermüller, Marga Reis, Ivan Sag, Stuart Shieber, Mark Steedman, Luc Steels, Tom Wasow, Dieter Wunderlich, and Annie Zaenen
- OA is new and there is a certain risk. If you don't dare, don't do it.
- Note on Germany: You will get tenure relatively late anyway (Müller, 2012). In such systems it is more important to ensure distribution and accessibility = to get read.

## Disclaimer: Illegal Fans

- I do not think that music or other art should be free.

Rechnung an: Stefan.Mueller@fu-berlin.de Stefan Müller DEU		Bestellnummer: MGVZM69VF Belegdatum: 29.02.12 Bestellung gesamt: 9,99 € Rechnung an: Visa ...	
Artikel	Interpret	Art	Preis pro Stück
Befehl von ganz unten (Bonus Version) <a href="#">Eine Rezension schreiben</a>	Deichkind <a href="#">Ein Problem melden</a>	Playlist	9,99 €
Bestellung gesamt:			9,99 €

Bitte bewahren Sie eine Kopie für Ihre Unterlagen auf  
Die Bedingungen und Konditionen, die an diese Bestellung geknüpft sind, finden Sie weiter unten.

- The situation is different from academia,  
since we are payed by the tax payer or companies.

## What Is to Be Done?

You may ask: "What can I do?"

- Watch TV: <http://www.phdcomics.com/comics.php?f=1533>
- Talk to others about OA!
- Sign as a supporter/reviewer/typesetter/developer:  
<http://hpsg.fu-berlin.de/OALI/sign/>
- If you are on academia.edu, join us:  
[http://www.academia.edu/People/Open\\_Access\\_Books\\_in\\_Linguistics](http://www.academia.edu/People/Open_Access_Books_in_Linguistics)
- Publish with Language Science Press!
- Talk to others about OA!
- Learn  $\LaTeX$  to reduce costs!
- Do not transfer the copy and translation rights!
- Talk to others about OA!

Allwood, Jens, Anderson, Lars-Gunnar and Dahl, Östen. 1973. *Logik für Linguisten*. Romanistische Arbeitshefte, No. 8, Tübingen: Max Niemeyer Verlag.

Müller, Stefan. 2012. A Personal Note on Open Access in Linguistics. *Journal of Language Modelling* 0(1), 9–39. <http://hpsg.fu-berlin.de/~stefan/Pub/oa-jlm.html>, 18.08.2013.