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OALI Kickoff

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Welcome!

- 76 prominent supporters and reviewers
- 51 members on the OALI mail list
- 5 members on the OALI developers list
- 41 followers of the academia group

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Profits and Prices

- Publishers have high margins:
  Elsevier 37.17 %[1] and Springer Science+Business Media S.A. 35.80 %

FINANCIAL SUMMARY

	2011 £m	2010 £m	Change
Revenue			
Elsevier	**2,058**	2,026	+2%
LexisNexis Risk Solutions	**908**	927	–2%
LexisNexis Legal & Professional	**1,634**	1,691	–3%
Reed Exhibitions	**707**	693	+2%
Reed Business Information	**695**	718	–3%
	6,002	6,055	–1%
Adjusted operating profit			
Elsevier	**768**	724	+6%
LexisNexis Risk Solutions	**362**	354	+2%
LexisNexis Legal & Professional	**229**	238	–4%
Reed Exhibitions	**167**	158	+6%
Reed Business Information	**110**	89	+23%
Unallocated items	(10)	(8)	
	1,626	1,555	+5%

[1] Reed Elsevier Annual Reports and Financial Statements 2011, p. 9.

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"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*[2].
- Elsevier and Springer are way above this.
- Their profits are increasing every year:
  - Elsevier 6 % 2010 to 2011
  - Springer 5–7 % per year[3]

[2] http://de.wikipedia.org/wiki/Turbokapitalismus. 24.10.2012.
[3] Berliner Zeitung, 19.10.2012, reuters

Book Prices

Some extreme cases (Müller, To Appear):

- *The Encyclopedia of Language & Linguistics* (Elsevier)
  9,000 pages, $6,845/4,151€, $0.76/0.46€ per page
  paper with 8 pages[4] costs $31,50 ($3.94 per page)
- *Handbook Syntax* (de Gruyter)
  1640 pages, $1006/718€, $0.61/0.44€ per page
  paper with 32 pages[5] costs $42.00/30,00€ ($1.31/0.94€ 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€[6] ($1.12/0.80€ per page).
- Send me your favourite examples!

[4] http://dx.doi.org/10.1016/B0-08-044854-2/01999-4. 24.10.2012.
[5] http://dx.doi.org/10.1016/10.1515/9783110142631.2.21.1288. 25.10.2012.
[6] 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!
- For Elsevier's encyclopedia it is even a factor of 171!
  (or rather ∞, since the PDFs are free in OA models)

Copyrights and Double/Triple Payment

- The 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 this business, they should be service providers.
- We could give them the rights for a limited time.

The Solution

- Open Access + Print on Demand

Challenges

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

Quality Control

- We do it anyway.
- Make the process more transparent and more rewarding for reviewers, give them credit for speed, for good comments.
- Journals have databases that contain evaluations of reviewers but this is not transparent to the outside.
- Good reviewers get more work, but nothing else.
- Name the reviewers when they accept a publication (Pullum's suggestion in 1984).
- Make all these transparency things optional. Sometimes transparency is inappropriate, sometimes it is not.
- 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)

Proof Reading

- We need somebody who does this.
- Maybe additional proof reading by the crowd. Accepted books can be published online in a pre-final form.
- Many authors do this already but are afraid of problems with their publishers.
- After acceptance there could be a period for crowd comments which would improve the book.
- After some iterations it is declared final and released for printing.

Typesetting

- Some of us (the CL community + some authors in theoretical linguistics[7]) 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.

- LaTeX is good for archiving content since it is content markup. Better than PDFs since they have to be reverse engineered by indexing tools.

- Other OA initiatives like http://www.edition-open-access.de/ use LaTeX as well.

- Gamification could reward LaTeX submissions, but other formats should be accepted too.

[7]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

- Books are stored in National Libraries.

- We can print copies and send them to these designated libraries.

- Universities maintain repositories for electronic documents.
  The complete infrastructure is in place, DOI, catalogous, ...

Marketing

- Linguist-List, Academia, . . .

- Twitter, facebook (not for me, maybe when I am 64)

- Publications that are available online are cited (and hopefully read) more often

- I never read paper advertisement send to me by publishers!
  I ask them to stop sending me advertisements to save trees.

- Book stands at conferences?

- We advertise during show time, but not everybody attends all shows (large conferences).

Establishing a Brand

- It is extremely important to publish high quality!

- The label is important!

- I first thought CreateSpace would be the solution, but this gives us: Kiara Singer

- Kiara Singer's *lass mich leiden!* sold more copies on amazon (20) than *Woman, Fire, and Dangerous Things* (14) and the *Minimalist Program* (6) in Germany in October.

Questions to be Discussed

- Name of the thing: OALI sounds oily, OAL sounds owly.
- Organizational form (Verein, Corporation, ...)
- Attachment to a university (storage, ISBN number, ...) or international free floating community effort
- Who appoints new editors/series managers? Advisory board?
- Series vs. responsibilities for non-series publications
- Money (payment for reviews, royalties for authors, fixed costs for design of book covers, web pages)
- Institutional support (Universities, DFG, ANR, NSF, ...)
- Infrastructure (web servers, software)
- Publications in languages other than English (German, French, ...)
- Who are we to decide these things?
  Should the final setting be determined by a board?

My Suggestion

- We try to get money from te DFG (for two years) for two full positions and one student.
  - 1 Person: responsible for communication, presentations at large conferences
  - 1 Person: responsible for technical infrastructure and programming
  - 1 Student: helping with proof reading for instance
  Fixed amount of money to do the book design (open for various series).
- Open Source solution for editorial work and hosting:
  http://pkp.sfu.ca/omp (Open Monograph Press)
- The web-pages will be hosted at the FU,
  the documents stored on FU servers.
- Publisher FU Berlin, free ISBNs. (better reputation than amazon's CS)
- Verein (like the DGfS):
  - Pro: We can get donations.
  - Con: We have to have a Vorstand.
- We need an advisory board.

Editorial Board

I already asked:

- Steven Pinker
- Jim Blevins
- Martin Haspelmath
- Nomi Erteschik-Shir
- ??

Big question:

How do we get other branches subfields of linguistics involved?
The current list is absolutely biased (my personal taste ...,
with some missing due to the lack of time on my side)

Details

- We could optionally charge an Article Processing Charge (LSA ← $400).
- Could be payed by authors from rich countries with financial support for publishing.

Options

- Verein with membership fees
- fees can be payed from donation for members of economically weak countries
- reviewers get payed from the membership fees

Schedule

- End of November: Foundation of the Verein
- End of November: Software (thecostofknowledge) ready
- Beginning of December: Post to the Linguist List,
  Call for support/series proposals/books
- June first book publication

Edit: This was a suggestion, see Blog Posts on what will actually happen. We decided against an Verein.

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