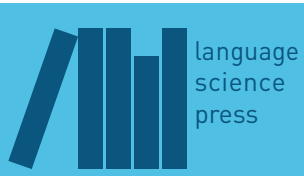
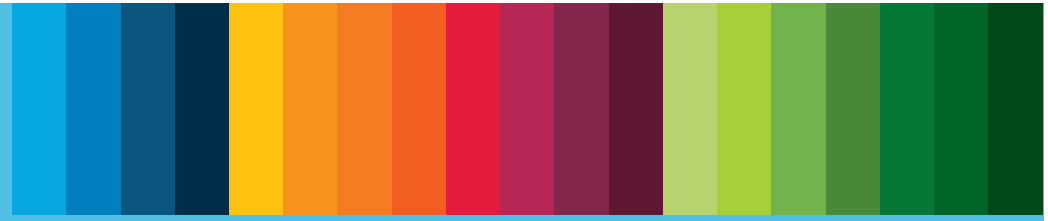


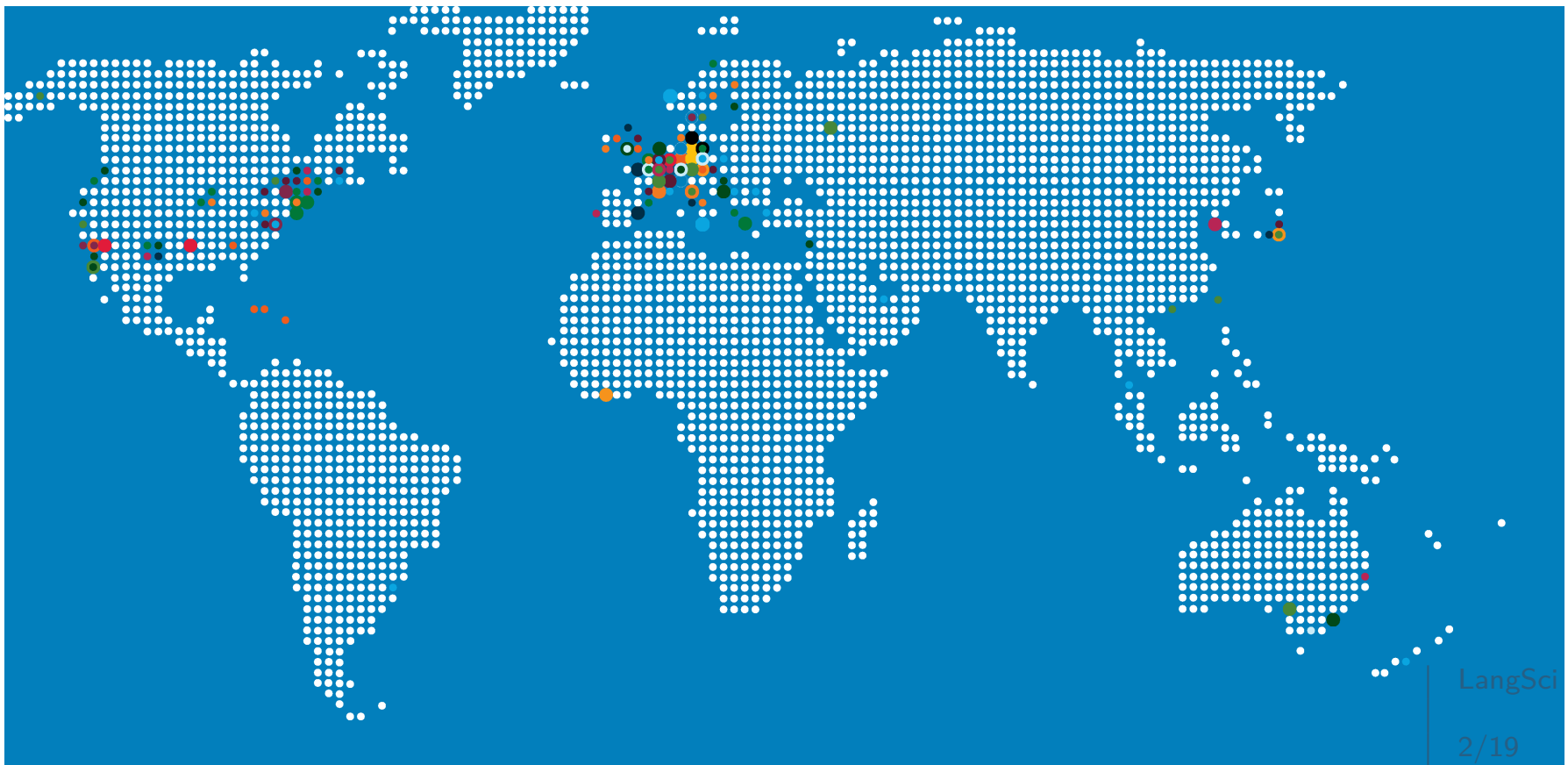


Community-based publishing

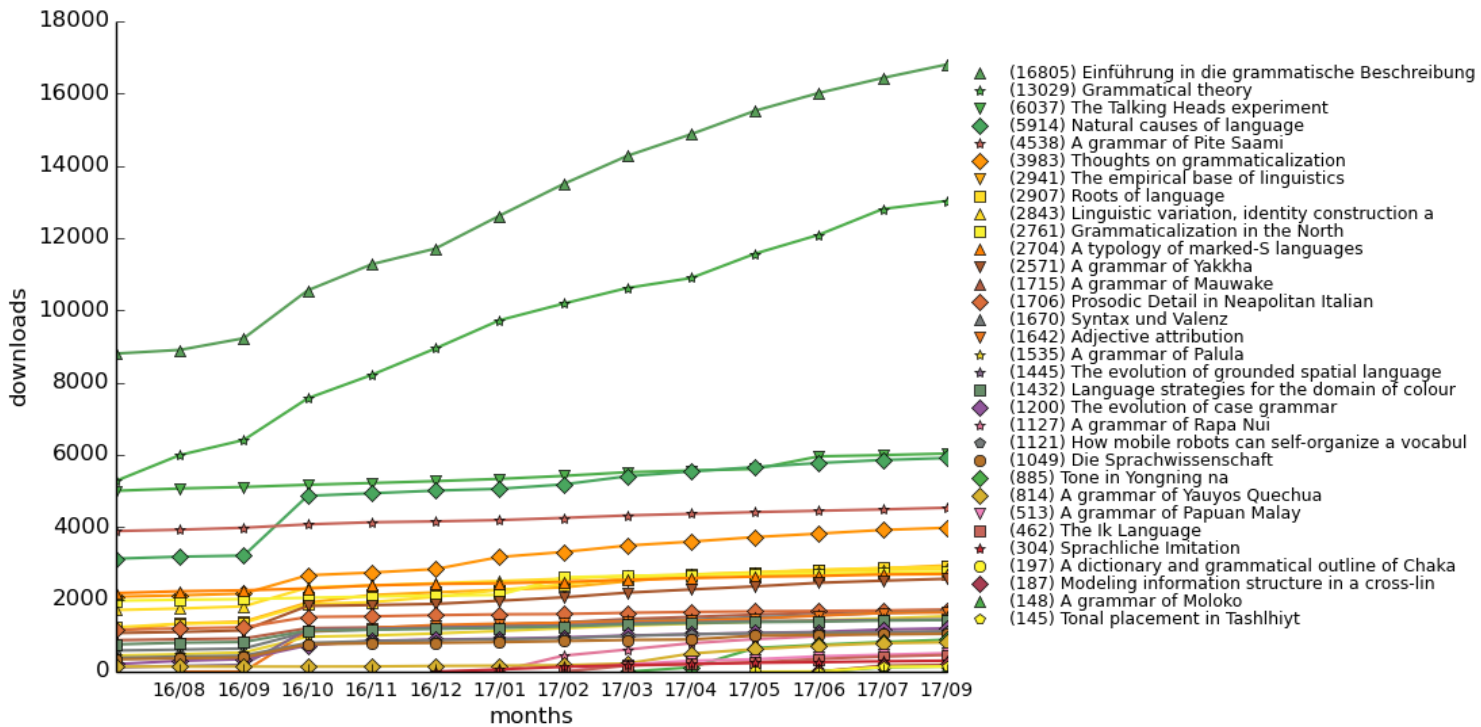
Sebastian Nordhoff
2017-11-03
Workshop FID Afrikanistik

Language Science Press

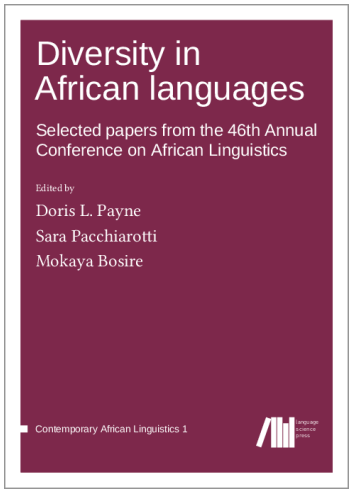
- linguistische Monographien und Sammelbände als CC-BY
- aktiv seit 2014 (FU Berlin), seit 2017 HU Berlin
- 20 Reihen, 160 Herausgeber weltweit

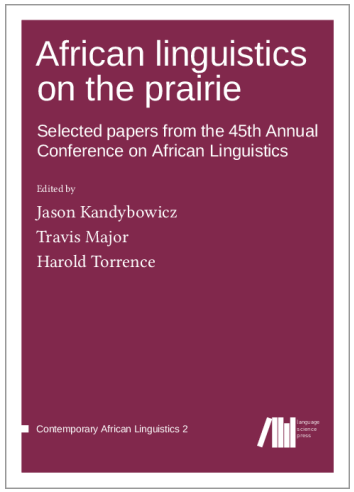


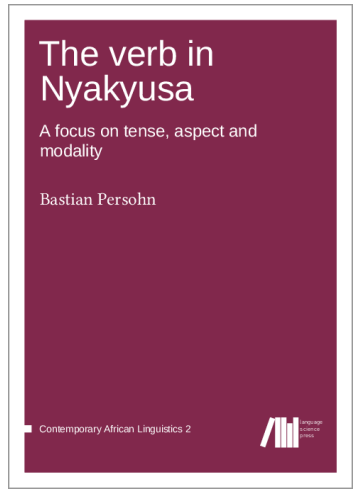
- 45 veröffentlichte Bücher, 305 Interessensbekundungen
- 914 *public supporters* + 305 “anonyme Unterstützer”
- Plan ab 2018: 30 Bücher pro Jahr
- bis zu >20.000 Downloads pro Buch

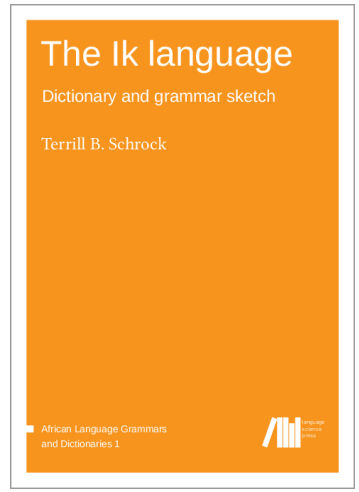


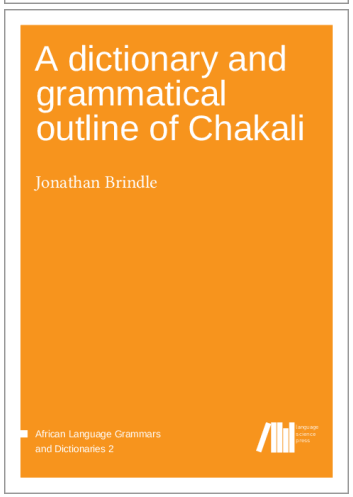
Afrikanistische Bücher bei Language Science Press

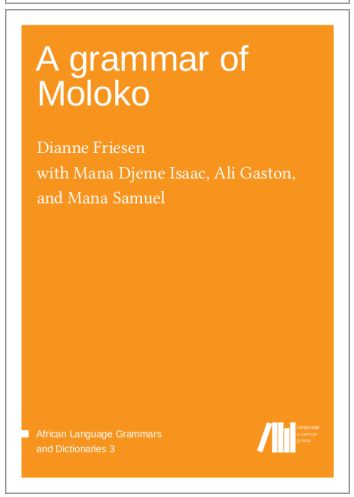


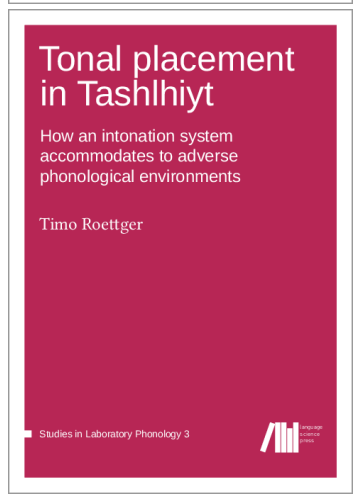


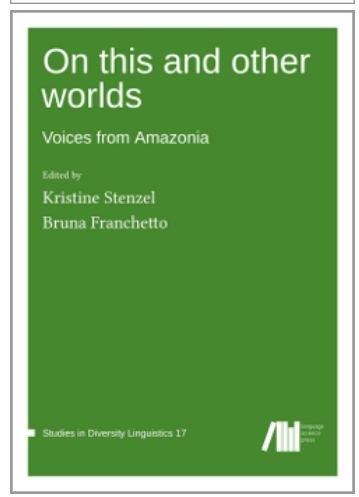












Ziele von Open Access

1. allgemein zugänglich
2. billiger
3. demokratischer

Problemstellung

- Welche Art von OA in den Buchwissenschaften?
  - Grüner Weg: allgemein als nicht praktikabel angesehen
  - Goldener Weg: Autorengebühren im fünfstelligen Bereich
    - 10.000 EUR (de Gruyter); 18.500 EUR (Brill).
    - (vgl. Buchpreis 100 EUR, Auflage 200 = Umsatz 20.000 EUR)
  - Diamant/Platin-Weg
    - Open Library of Humanities; Language Science Press
  - Community-based publishing

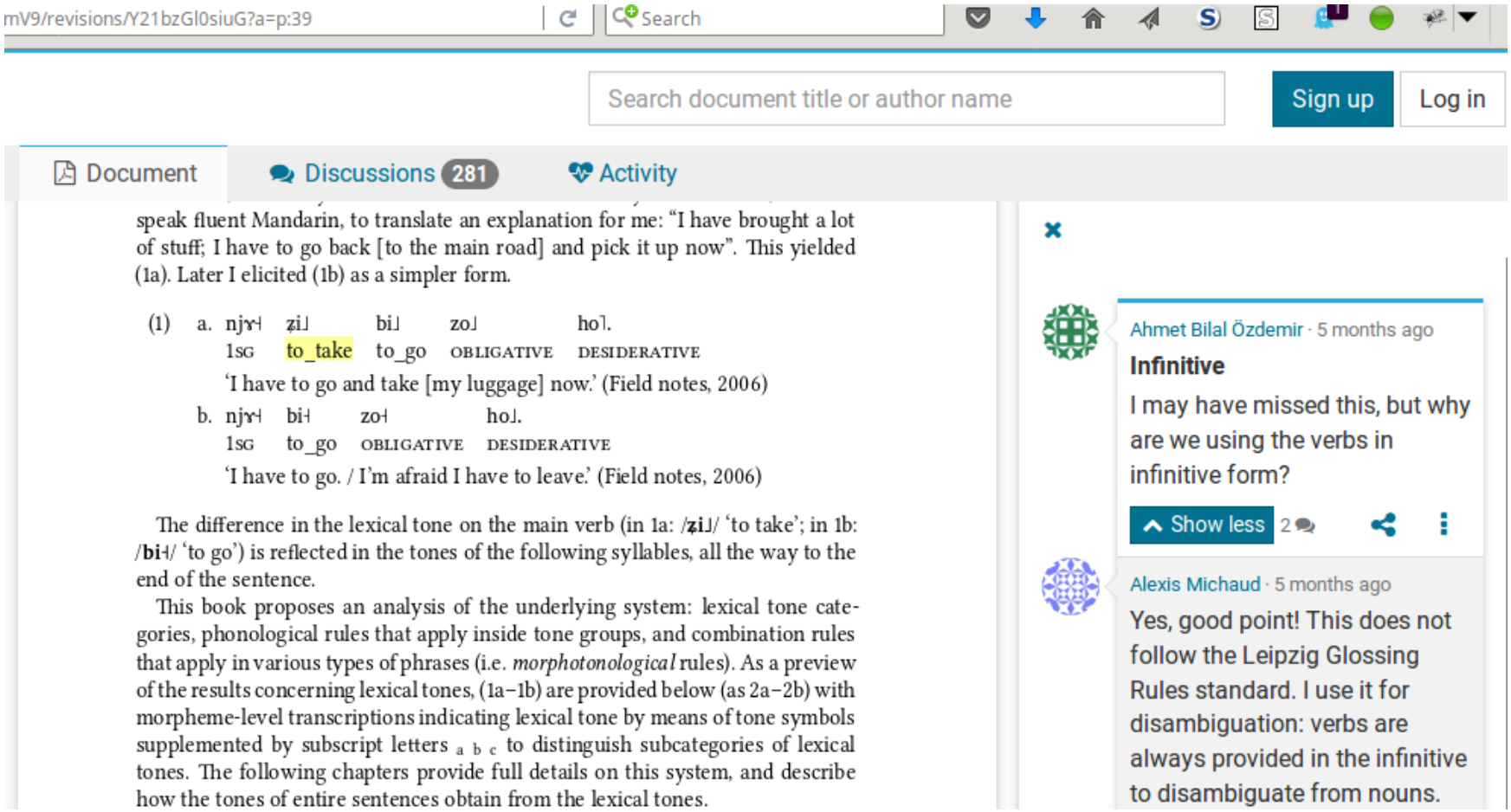
Exkurs: Reclaim the brands!

- Marke = Prestige = bessere Jobchancen = höheres Lebenseinkommen
- Monetarisierung der Marken durch Verlage
  - Wertversprechen des höheren Lebenseinkommens
  - Kosten des Erhalts der Marke sehr gering durch Self-Selection der Einreichenden
- Schritte zur Lösung des Geldabflusses aus der Wissenschaft:
  - Investition in den Aufbau neuer Marken
  - **Absicherung der neuen Marken gegen Übernahmen**
    - Negativbeispiele: SSRN, LivingReviews
  - Markenhoheit bei der Community

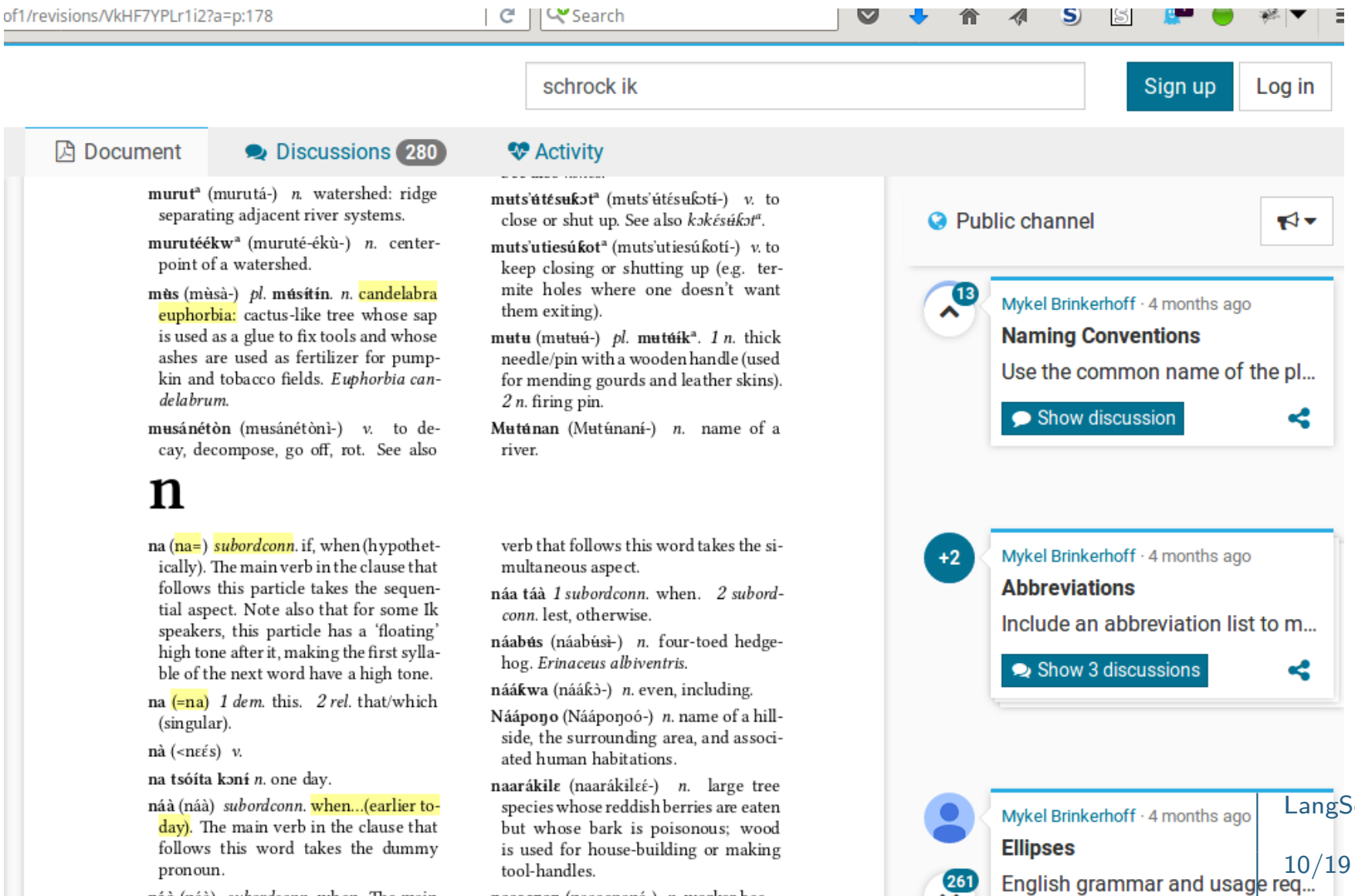
Was bedeutet *community-based publishing?*

- Marke gehört der Community
- Einbindung der Community
  - Advisory Board
  - Schriftenreihen
  - (Open) Peer Review
  - Community Proofreading
  - Community Typesetting
  - Community Illustration
  - Gamification
- Hohe Loyalität
- Hohe Durchdringung: bisher 120 verschiedene Community Proofreader
- Partizipationsmöglichkeiten auf allen Qualifikationsstufen
  - Studenten, Doktoranden, Postdocs, Professoren

Community: Open Review



Community: Community Proofreading



Community: Hall of Fame

Gold proofreaders

- **Andreas Hölzl** (view profile) — 19/99
- **Eitan Grossman** (view profile) — 14/98
- **Christian Döhler** (view profile) — 12/98
- **Jean Nitzke** — 11/97
- **Martin Haspelmath** (view profile) — 10/96
- **Alec Shaw** (view profile) — 10/96
- **Ikmi Nur Oktavianti** (view profile) — 8/95
- **Andreea Calude** (view profile) — 7/92
- **Felix Kopecky** (view profile) — 7/92
- **Michelle Natolo** (view profile) — 7/92
- **Benedikt Singpiel** (view profile) — 7/92
- **Ahmet Bilal Özdemir** (view profile) — 7/92

Silver proofreaders

- **Mykel Brinkerhoff** — 6/90
- **Stephanie Natolo** (view profile) — 6/90

Offenheit

⟩ Nur Open-Source-Software, nur CC-BY, transparente Kalkulationen

OMP
Open Monograph Press

GitHub

PAPER HIVE

doab
directory of open access books

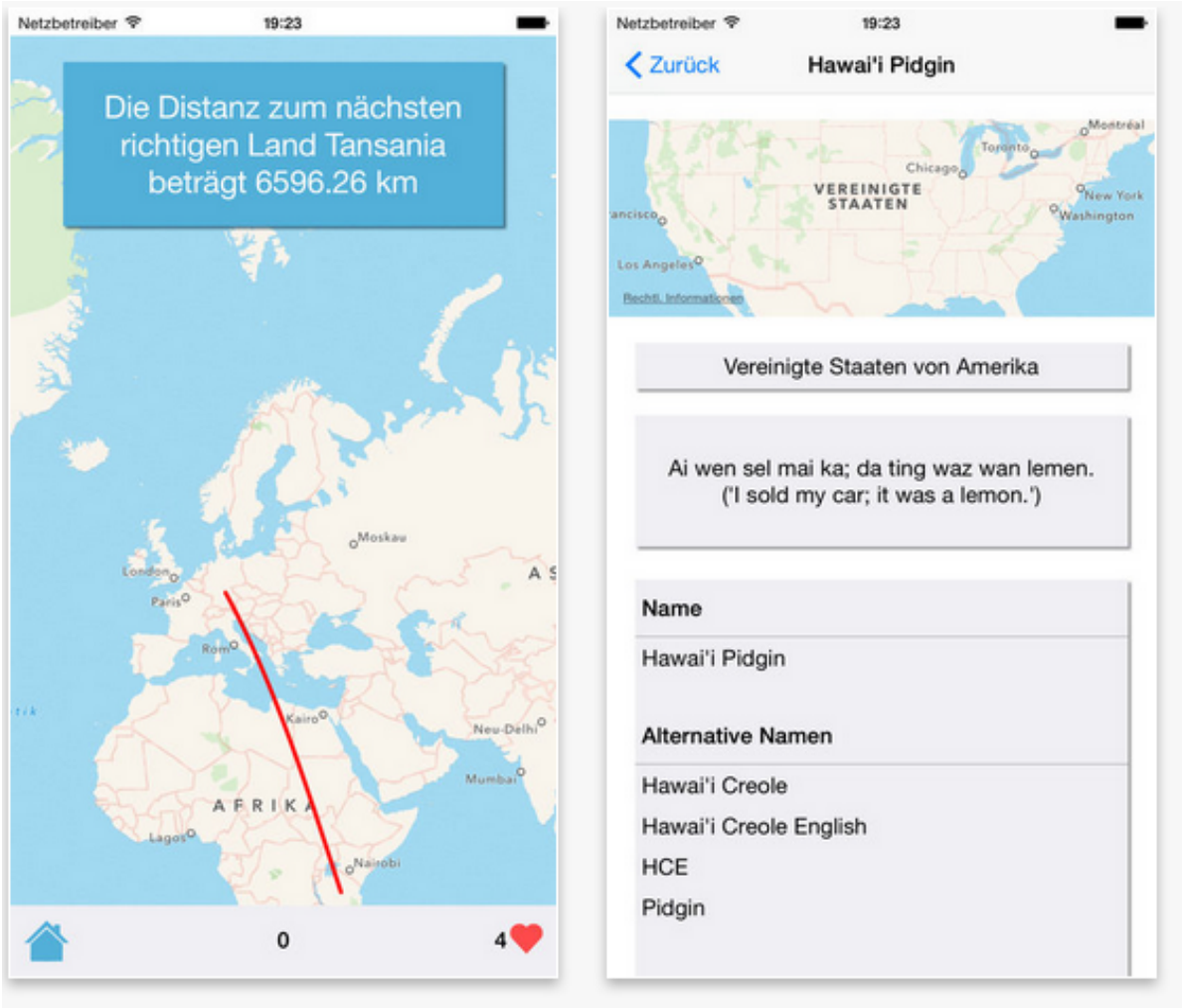
Overleaf

open Access
Publishing in European Networks

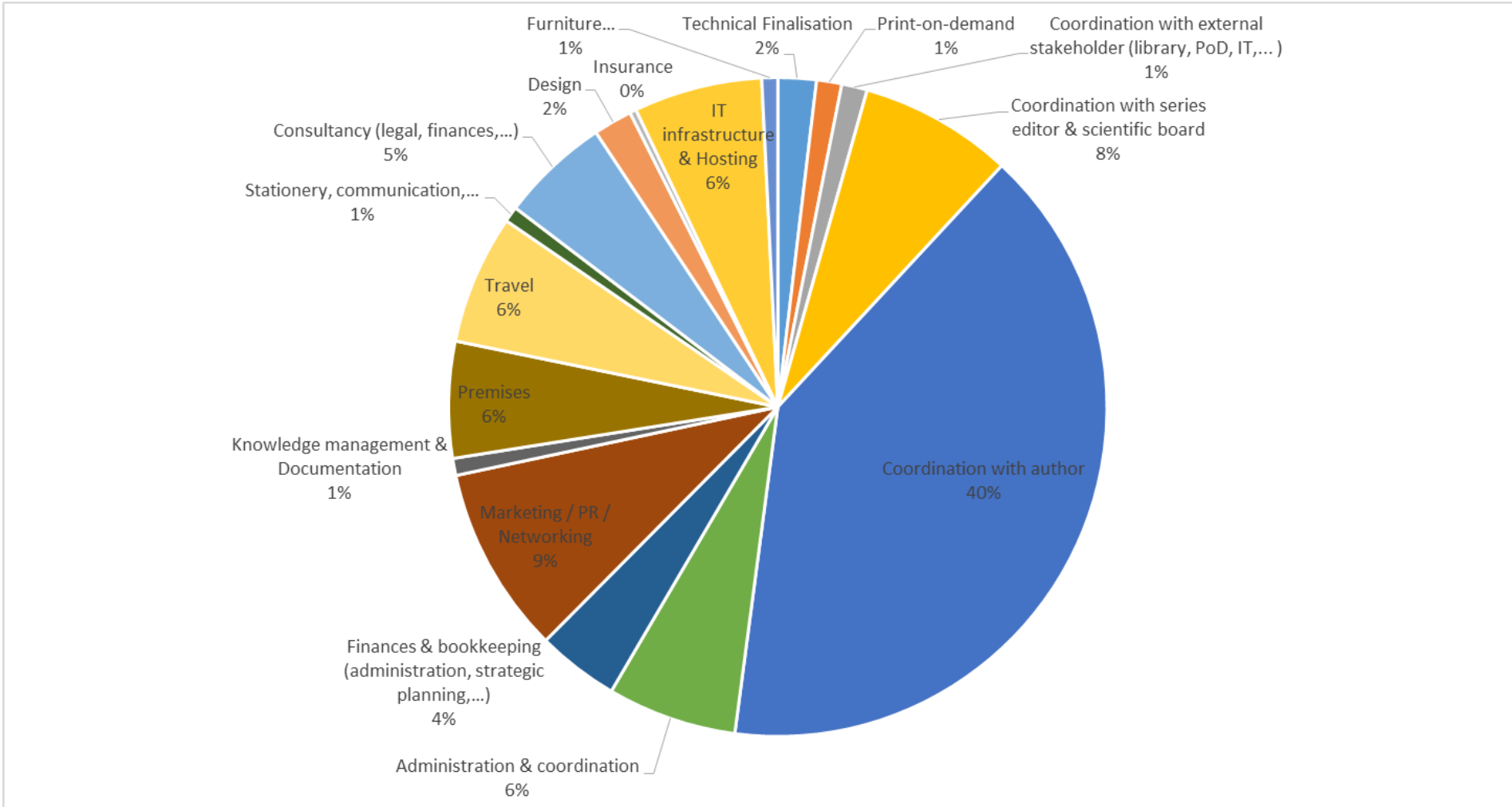
Offenheit: Nachnutzung

Offenheit: Nachnutzung

⟩ iPhone-App Languini



Kosten Bottom-Up



Kosten Bottom-up

Costs	Basis personnel	Basis hours / unit	Basis Days / Y1	Basis days / Y2	Basis days / Y3	Basis days / Y4	Basis days / Y5	Basis € / month	Basis € / year	Costs Y1	Costs Y2	Costs Y3	Costs Y4	Costs Y5
Variable costs										6,026.39 €	4,393.50 €	5,139.62 €	5,941.01 €	6,800.75 €
finalization print; marketing (per book)	Scientist	1.00 h	0.63 Tage	0.65 Tage	1.13 Tage	1.38 Tage	1.63 Tage			41.26 €	42.44 €	43.74 €	45.02 €	46.37 €
Upload PoD (per book)	Assistant	1.00 h	0.63 Tage	0.65 Tage	1.13 Tage	1.38 Tage	1.63 Tage			41.26 €	42.44 €	43.74 €	45.02 €	46.37 €
Coordination PoD service providers (per year)	Scientist	1.00 h	0.13 Tage	0.13 Tage	0.13 Tage	0.13 Tage	0.13 Tage			41.26 €	42.44 €	43.74 €	45.02 €	46.37 €
Coordination university library (per year)	Scientist	1.00 h	0.13 Tage	0.13 Tage	0.13 Tage	0.13 Tage	0.13 Tage			41.26 €	42.44 €	43.74 €	45.02 €	46.37 €
Author support (per book)	Scientist	1.00 h	0.63 Tage	0.65 Tage	1.13 Tage	1.38 Tage	1.63 Tage			206.61 €	212.46 €	218.98 €	225.41 €	232.17 €
Series editor supper (per series)	Scientist	1.00 h	0.63 Tage	0.65 Tage	1.13 Tage	1.38 Tage	1.63 Tage			206.61 €	212.46 €	218.98 €	225.41 €	232.17 €
Acquisition of a new institutional member	Scientist	1.00 h	0.75 Tage	0.75 Tage	0.75 Tage	0.75 Tage	0.75 Tage			206.61 €	212.46 €	218.98 €	225.41 €	232.17 €
Liaising institutional member (per year)	Scientist	1.00 h	0.63 Tage	0.88 Tage	1.13 Tage	1.38 Tage	1.63 Tage			206.61 €	297.05 €	393.84 €	495.22 €	602.42 €
Institutional member admin (per year)	Clerk	1.00 h	0.63 Tage	0.88 Tage	1.13 Tage	1.38 Tage	1.63 Tage			172.84 €	248.39 €	329.34 €	414.11 €	503.81 €
Acquisition new individual member	Scientist	0.02 h	0.01 Tage	0.01 Tage	0.01 Tage	0.01 Tage	0.01 Tage			2.07 €	2.12 €	2.19 €	2.25 €	2.32 €
Admin new individual member	Clerk	0.17 h	0.08 Tage	0.09 Tage	0.09 Tage	0.09 Tage	0.09 Tage			17.28 €	17.71 €	18.25 €	18.78 €	19.35 €
Support individual member (year)	Scientist	0.02 h	0.70 Tage	0.72 Tage	0.74 Tage	0.76 Tage	0.79 Tage			227.06 €	233.08 €	239.88 €	246.87 €	254.14 €
Admin individual member (year)	Clerk	0.17 h	7.94 Tage	8.16 Tage	8.38 Tage	8.60 Tage	8.83 Tage			2,065.29 €	2,120.04 €	2,182.04 €	2,245.84 €	2,311.52 €
Support donors (per donor)	Scientist	0.02 h	0.19 Tage	0.19 Tage	0.19 Tage	0.19 Tage	0.19 Tage			61.98 €	63.62 €	65.48 €	67.39 €	69.36 €
Admin donors (per donor)	Clerk	0.08 h	0.02 Tage	0.02 Tage	0.02 Tage	0.02 Tage	0.02 Tage			16.53 €	16.97 €	17.46 €	17.97 €	18.50 €
Fix personnel costs										###	###	###	###	###
Team coordination	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Liasing with administration at home institution	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
IT coordination and direction for service providers	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
coordination with advisory board	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
coordination marketing	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
PR	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Events & conferences	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Presentations & networking	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Managerial accounting	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Financial planning	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Bookkeeping	Clerk		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			2,846.00 €	2,922.38 €	3,009.14 €	3,097.96 €	3,189.00 €
grant proposals	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
General admin	Clerk		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			2,846.00 €	2,922.38 €	3,009.14 €	3,097.96 €	3,189.00 €
Manuals and guidelines	Scientist		10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage	10.00 Tage			3,296.00 €	3,384.08 €	3,482.96 €	3,584.63 €	3,689.17 €
Fix non-personnel costs										###	###	###	###	###
Rent								1,000.00 €		12,000.00 €	12,288.00 €	12,595.20 €	12,910.08 €	13,232.83 €
Stationary and telco								100.00 €		1,200.00 €	1,228.80 €	1,259.52 €	1,291.01 €	1,323.28 €
bookkeeping and annual closure								120.00 €	600.00 €	2,040.00 €	2,090.24 €	2,144.59 €	2,199.86 €	2,256.06 €
Travel									10,000.00 €	10,000.00 €	10,246.00 €	10,512.30 €	10,783.05 €	11,059.39 €
Legal costs									2,000.00 €	2,000.00 €	2,049.20 €	2,102.46 €	2,156.61 €	2,211.88 €
insurance									500.00 €	500.00 €	512.30 €	525.62 €	539.15 €	552.97 €
Design and marketing									3,000.00 €	3,000.00 €	3,073.80 €	3,153.69 €	3,234.92 €	3,317.82 €
IT infrastructure									10,000.00 €	10,000.00 €	10,246.00 €	10,512.30 €	10,783.05 €	11,059.39 €
Hosting								120.00 €		1,440.00 €	1,475.52 €	1,513.84 €	1,552.81 €	1,592.68 €
Depreciation of investment									1,230.77 €	1,230.77 €	1,230.77 €	1,230.77 €	1,230.77 €	1,230.77 €
Sum										###	###	###	###	###
									costs per boo	18,936.23 €	13,667.28 €	11,013.17 €	9,336.58 €	8,186.77 €

Kosten Bottom-up

Costs	Basis personnel	Basis hours / unit	Basis Days / Y1	Basis days / Y2	Basis days / Y3	Basis days / Y4	Basis days / Y5	Basis € / month	Basis € / year	Costs Y1	Costs Y2	Costs Y3	Costs Y4	Costs Y5
Variable costs										6,026.39 €	4,393.50 €	5,139.62 €	5,941.01 €	6,800.75 €
finalization print; marketing (per book)	Scientist	1.00 h												
Upload PoD (per book)	Assistant	1.00 h												
Coordination PoD service providers (per year)	Scientist	1.00 h												
Coordination university library (per year)	Scientist	1.00 h												
Author support (per book)	Scientist	1.00 h												
Series editor supper (per series)	Scientist	1.00 h												
Acquisition of a new institutional member	Scientist	1.00 h												
Liaising institutional member (per year)	Scientist	1.00 h												
Institutional member admin (per year)	Clerk	1.00 h												
Acquisition new individual member	Scientist	0.02 h												
Admin new individual member	Clerk	0.17 h												
Support individual member (year)	Scientist	0.02 h												
Admin individual member (year)	Clerk	0.17 h												
Support donors (per donor)	Scientist	0.02 h												
Admin donors (per donor)	Clerk	0.08 h												
Fix personnel costs										###	###	###	###	###
Team coordination	Scientist		10.00 Tage											
Liasing with administration at home institution	Scientist		10.00 Tage											
IT coordination and direction for service providers	Scientist		10.00 Tage											
coordination with advisory board	Scientist		10.00 Tage											
coordination marketing	Scientist		10.00 Tage											
PR	Scientist		10.00 Tage											
Events & conferences	Scientist		10.00 Tage											
Presentations & networking	Scientist		10.00 Tage											
Managerial accounting	Scientist		10.00 Tage											
Financial planning	Scientist		10.00 Tage											
Bookkeeping	Clerk		10.00 Tage											
grant proposals	Scientist		10.00 Tage											
General admin	Clerk		10.00 Tage											
Manuals and guidelines	Scientist		10.00 Tage											
Fix non-personnel costs										###	###	###	###	###
Rent								1,000.00 €						
Stationary and telco								100.00 €						
bookkeeping and annual closure								120.00 €	600.00 €					
Travel									10,000.00 €					
Legal costs									2,000.00 €					
insurance									500.00 €					
Design and marketing									3,000.00 €					
IT infrastructure									10,000.00 €					
Hosting								120.00 €						
Depreciation of investment									1,230.77 €					
Sum										###	###	###	###	###
									costs per bo	18,936.23 €	13,667.28 €	11,013.17 €	9,336.58 €	8,186.77 €

⟩ projizierte kalkulatorische Kosten für ein Buch in Jahr 5: 8.186,77 EUR

Kosten: Top-Down

- Förderung DFG 2014-2016: 587.000€
- 20 Bücher veröffentlicht
- Kosten pro Buch umgelegt: 29.350€

Kosten: Top-Down

- Förderung DFG 2014-2016: 587.000€
- 20 Bücher veröffentlicht
- Kosten pro Buch umgelegt: 29.350€

- Laufende Kosten HU im Jahr 2017: ~100.000 EUR
- Stand heute: 22 Bücher im Jahr 2017 veröffentlicht
  - bis Ende Dezember voraussichtlichh 30 Bücher
- Kosten pro Buch umgelegt: 3.333 EUR

Einnahmearten

1. Spenden
2. Mitgliedschaften
3. Autorengebühren
4. Printmarge
5. Institutionelle Mitgliedschaften

Einnahmearten

1. Spenden 2.000 EUR
2. Mitgliedschaften
3. Autorengebühren
4. Printmarge
5. Institutionelle Mitgliedschaften

Einnahmearten

1. Spenden	2.000 EUR
2. Mitgliedschaften	100 EUR
3. Autorengebühren	
4. Printmarge	
5. Institutionelle Mitgliedschaften	

Einnahmearten

1. Spenden	2.000 EUR
2. Mitgliedschaften	100 EUR
3. Autorengebühren	0 EUR
4. Printmarge	
5. Institutionelle Mitgliedschaften	

Einnahmearten

1. Spenden	2.000 EUR
2. Mitgliedschaften	100 EUR
3. Autorengebühren	0 EUR
4. Printmarge	2.400 EUR
5. Institutionelle Mitgliedschaften	

Einnahmearten

1. Spenden	2.000 EUR
2. Mitgliedschaften	100 EUR
3. Autorengebühren	0 EUR
4. Printmarge	2.400 EUR
5. Institutionelle Mitgliedschaften	

Einnahmearten

1. Spenden	2.000 EUR
2. Mitgliedschaften	100 EUR
3. Autorengebühren	0 EUR
4. Printmarge	2.400 EUR
5. Institutionelle Mitgliedschaften	

Institutionelle Unterstützer

- 100 Forschungseinrichtungen weltweit geben je 1000 EUR/Jahr
- Davon werden 30 Bücher pro Jahr als OA produziert
  - =33,33 EUR/Buch per Einrichtung
- Stand heute: 58/100 Unterstützer