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Introduction
The prestige of book publishers is an important element for the assessment of SSH scholars in Spain. Until 2012, this ‘prestige’ was based on subjective, individual judgments from assessment committees’ members. In order to provide a more objective reference for the prestige of book publishers, IIIAE research group developed a ranking of book publishers (so called SPI) based on the opinion of almost three thousand experts from all SSH fields (Giménez-Toledo et al., 2013). Nevertheless, the factors underlying the perceived prestige are unknown. Some authors worked on the influence of marketing on the perception of books. Squares (2007) point out that we should not underestimate the value or efficiency that the association with a specific publisher provides to its contents. It is hypothesized that three factors (among others) might be related to the perceived prestige: size of the book publisher (number of titles published), specialization (share of titles in each discipline) and price of the books.

Objectives
The objective of this research is to test a linear relationship between prestige, size, specialization and price of books of book publishers in the case of Spain.

Variable definitions - Data sources:

<table>
<thead>
<tr>
<th>Variable definition</th>
<th>Data sources</th>
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<tbody>
<tr>
<td>Size, price and specialization: DILVE (DILVE, 2013).</td>
<td>-Raw Size, Average price, Max Price: DILVE database</td>
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</table>

Methodology
For a total number of 119 book publishers (this number was fixed so that the number of last cases is minimized), their ICEE was retrieved from SPI (2014). and the size, mean price and specialization degree obtained from the extensive database DILVE, for the years 2004 onwards up to 2012. After a verification of the non-normality of the distribution of all the variables, using Kolmogorov-Smirnov nonparametric tests, Spearman’s Rho was selected as the appropriate technique contrasting the linear association hypothesis. The correlation matrix for all the variables was calculated.

Results
Only significant results (p-value = .05) have been considered, since there is no reason for supposing any bias effect of a on the significance of the results (119, in all cases, this being the number of book publishers with no missing cases in any variable). The following table resumes these statistically significant correlations.

Table 1. Statistically significant correlations (Spearman’s Rho)

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Raw Size</th>
<th>Max Price</th>
<th>Raw Size</th>
<th>Max Price</th>
<th>Average price</th>
<th>Max Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publisher Prestige</td>
<td>0.269</td>
<td>.10 &lt; .05</td>
<td>0.198</td>
<td>.05 &lt; .05</td>
<td>0.232</td>
<td>.05 &lt; .05</td>
</tr>
<tr>
<td>Raw Size, Max Price</td>
<td>0.433</td>
<td>.05 &lt; .05</td>
<td>0.473</td>
<td>.05 &lt; .05</td>
<td>0.593</td>
<td>.05 &lt; .05</td>
</tr>
</tbody>
</table>

Chart 1. Interactive chart displaying the values of the five variables analyzed.

Conclusions
The main conclusion which can be drawn from the results is the seemingly (at least linear) independence of the construct ‘prestige’ from all the variables hypothesized as potentially influential in the values given to book publishers by the experts.

Discussion
The fact that none of the variables analyzed is linearly related to the perceived prestige of book publishers is consistent with the multi-component structure generally involved in the composition of a concept such as ‘prestige’. The existence of such a relationship between the intrinsic quality of the contents and the prestige of a publisher is plausible given that the use of books by those who have provided the prestige values previously use the books as a source of information, leaving behind other subjectively perceived variables. Also, given the relevance of peer review for assessment processes (Vesseyen & Engels, 2003) as well as for the quality of the contents, these filters might also influence the perceived prestige of book publishers.

References