The Road to Self-Publishing

R. David Lankes
Professor and Dean’s Scholar for the New Librarianship
Syracuse University’s iSchool
@rdlankes • http://www.DavidLankes.org
Me In Print

R. David Lankes
Professor School of Information Studies, Syracuse University
Librarianship - Information Science
Verified email at iis.syr.edu
My profile is public

• 16 Books (7 are Edited Volumes)
• 27 Journal Articles
• 15 Book Chapters
My 10 Minutes

• Overall Tips
• Arcs of My Publishing
Overall Tips

• Have Something to Say
• Data ≠ Instantly Interesting
• Projects Generate Publications
• Think About Your Impact
• What are Your Goals/Agenda
• Don’t Publish to Get Rich
• Expand Your Definition of Research
• I Am Not Typical
Arcs of Publishing

- Papers
- Publishers
- Self-Publishing
Arc 1: Papers

- Vital to Academic Promotion in LIS
- Most “Citable” Resource
- Easiest to Publish: Empirical, Project Spin-Offs
- Venue Matters


Arc 1: Publishers

• Least Cited, Most Read
• Quality of Press Matters
• Don’t Expect Full Service
• Author’s Market
  • If You Have Something to Say
- MIT Press/ACRL
- After Shopping
- ~8 Months Writing
- 13 Months Production
- 4,500 Printing
- 3,077 Sold
- IMLS Supported, Part of Project
- Academic Impact: High
Arc 2: Self-Publish

- Control
- Esp. On Price
- Return on Investment
- Faster Production
- Look at New Possibilities in Publishing
- Match to My Skills
- Production
• ~6 Months Writing
• 1 Week Production
• Print on Demand
• 165 Sold in First Week
• Part of Larger New Librarianship Agenda
• Academic Impact: ?