

# 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



[Change photo](#)

**R. David Lankes** [Edit](#)

Professor School of Information Studies, Syracuse University [Edit](#)

[Librarianship - Information Science](#) [Edit](#)

Verified email at iis.syr.edu [Edit](#)

My profile is public [Edit](#) [Link](#) [Homepage](#) [Edit](#)

**Citation indices**

	All	Since 2007
<a href="#">Citations</a>	982	479
<a href="#">h-index</a>	18	11
<a href="#">i10-index</a>	26	14

**Citations to my articles**



- 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 I: Papers

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

# Journal Pubs n=27

- Lankes, R. David (February, 2012). Joining the Conversation: School Librarian as Facilitators of Learning. *Teacher | Librarian*, 39(3), 8-12
- Stanton, J. M., Kim, Y., Oakleaf, M., Lankes, R. D., Gandel, P., Cogburn, D. & Liddy, E. D. (June 2011). Education for eScience Professionals: Job Analysis, Curriculum Guidance, and Program Considerations. *Journal of Education in Library and Information Science*, 52(2).
- Lankes, R. David (2008). Extending the conversations at the department of justice. *Conversants*, 1. [Available at <http://conversants.syr.edu/2008/05/01/61/>].
- Lankes, R. David (2008). Collecting conversations in a massive scale world. *Library Resources & Technical Services*, 52(2), 12-18.
- Lankes, R. David (2008). The ethics of participatory librarianship. *Journal of Library Administration*, 47(3/4), 233-241. Also published in Besnoy, A. L. (2009). *Ethics and integrity in libraries*. London: Routledge.
- Lankes, R. David (2008). Credibility on the Internet: Shifting from authority to reliability. *Journal of Documentation*, 64(5), 667-686. - 2009 Literati Outstanding Paper Award
- Lankes, R. David, Silverstein, J.L., Nicholson, S., & Marshall, T. (2007). Participatory networks: The library as conversation. *Information Research*, 12(4). [Available at <http://informationr.net/ir/12-4/colis/colis05.html>].
- Lankes, R. David, Silverstein, J.L., Nicholson, S. (2007). Participatory networks: The library as conversation. *Information Technology and Libraries*, 26(4), 17-33.
- Nicholson, S. & Lankes, R. David (2007). The Digital Reference Electronic Warehouse (DREW) project: Creating the infrastructure for digital reference research through a multi-disciplinary knowledge base. *Reference and User Services Quarterly*, 46(3), 45-59.
- Lankes, R. David, Gross, M., & McClure, C.R. (2006). Costing reference: Issues, approaches, and directions for research. *The Reference Librarian*, 46(95/96), 171-184.
- Lankes, R. David (2005). Digital reference research: Fusing research and practice. *Reference and User Services Quarterly*, 44(4), 320-326.
- Lankes, R. David (2004). The digital reference research agenda. *Journal of the American Society for Information Science and Technology*, 55(4), 301-311.
- Pomerantz, J., Nicholson, S., Belanger, Y., & Lankes, R. David (2004). The current state of digital reference: Validation of a general digital reference model through a survey of digital reference services. *Information Processing & Management*, 40(2), 347-363.
- Lankes, R. David (2003). Current state of digital reference in primary and secondary education. *D-Lib Magazine*, 9(2), 21.
- Pomerantz, J., Nicholson, S., & Lankes, R. David (2003). Digital reference triage: An investigation using the Delphi Method into the factors influencing question routing and assignment. *The Library Quarterly*, 73(2), 103-120.
- Lankes, R. David & Bonner, H. (2003). Building an education infrastructure for allied health. *Journal of Allied Health*, 32(1), 32-37.
- Lankes, R. David, Gross, M., & McClure, C. (2003). Cost, statistics, measures, and standards for digital reference services: A preliminary view. *Library Trends*, 51(3), 410-413.
- Belanger, Y.M., Lankes, R. David, & Shostack, P.L. (2003). Managing data collection for real time reference: Lessons from the AskERIC Live! experience. *Internet Reference Services Quarterly*, 8(1/2), 137-149.
- Lankes, R. David (2002/2003). The digital reference fallacy. Co-published simultaneously in Bill Katz (Ed.), *Digital Reference Services*, New York: Hawthorn Press, Inc.; and *The Reference Librarian*, 79/80, 35-44.
- Lankes, R. David & Shostack, P. (2002). The necessity of real-time: Fact and fiction in digital reference systems. *Reference and User Services Quarterly*, 41(4), 350-355.
- Kasowitz, A., Bennett, B., & Lankes, R. David (2000). Quality standards for digital reference consortia. *Reference and User Services Quarterly*, 39(4), 355-363.
- Lankes, R. David (Ed.). (2000). The birth cries of digital reference [special section]. *Reference and User Services Quarterly*, 39(4), 352-390.
- Lankes, R. David & Sutton, S.A. (1999). Developing a mission for the national education network: The challenge of seamless access. *Government Information Quarterly*, 16(2), 169-181.
- Lankes, R. David (1999). AskA's: Lesson learned from k-12 digital reference services. *Reference & User Services Quarterly*, 38(1), 63-71.
- Lankes, R. David (1997). Digital reference on the Internet. *Internet Research*, 7(4), 342-346.
- Lankes, R. David (1995). AskERIC and the virtual library: Lessons for emerging digital libraries. *Internet Research* 5(1), 56.
- Nilan, M.S., Silverstein, J.L. & Lankes, R. David (1992). The VR technology agenda in medicine. Nilan, Michael S., *Virtual Reality 93 Special Report*, 33-37.

# Journal Pubs n=27

## INVITED

- Lankes, R. David (February, 2012). *Joining the Conversation: School Librarian as Facilitators of Learning. Teacher | Librarian. 39(3), 8-12*
- Stanton, J. M., Kim, Y., Oakleaf, M., Lankes, R. D. Gandel, P., Cogburn, D. & Liddy, E. D. (June 2011). Education for eScience Professionals: Job Analysis, Curriculum Guidance, and Program Considerations. *Journal of Education in Library and Information Science. 52(2).*
- Lankes, R. David (2008). Extending the conversations at the department of justice. *Conversants, 1.* [Available at <http://conversants.syr.edu/2008/05/01/61/>].
- Lankes, R. David (2008). Collecting conversations in a massive scale world. *Library Resources & Technical Services, 52(2), 12-18.*
- Lankes, R. David (2008). The ethics of participatory librarianship. *Journal of Library Administration, 47(3/4), 233-241.* Also published in Besnoy, A. L. (2009). *Ethics and integrity in libraries. London: Routledge.*
- Lankes, R. David (2008). Credibility on the Internet: Shifting from authority to reliability. *Journal of Documentation, 64(5), 667-686.* - 2009 Literati Outstanding Paper Award
- Lankes, R. David, Silverstein, J.L., Nicholson, S., & Marshall, T. (2007). Participatory networks: The library as conversation. *Information Research, 12(4).* [Available at <http://informationr.net/ir/12-4/colis/colis05.html>].
- Lankes, R. David, Silverstein, J.L., Nicholson, S. (2007). Participatory networks: The library as conversation. *Information Technology and Libraries, 26(4), 17-33.*
- Nicholson, S. & Lankes, R. David (2007). The Digital Reference Electronic Warehouse (DREW) project: Creating the infrastructure for digital reference research through a multi-disciplinary knowledge base. *Reference and User Services Quarterly, 46(3), 45-59.*
- Lankes, R. David, Gross, M., & McClure, C.R. (2006). Costing reference: Issues, approaches, and directions for research. *The Reference Librarian, 46(95/96), 171-184.*
- Lankes, R. David (2005). Digital reference research: Fusing research and practice. *Reference and User Services Quarterly, 44(4), 320-326.*
- Lankes, R. David (2004). The digital reference research agenda. *Journal of the American Society for Information Science and Technology, 55(4), 301-311.*
- Pomerantz, J., Nicholson, S., Belanger, Y., & Lankes, R. David (2004). The current state of digital reference: Validation of a general digital reference model through a survey of digital reference services. *Information Processing & Management, 40(2), 347-363.*
- Lankes, R. David (2003). Current state of digital reference in primary and secondary education. *D-Lib Magazine, 9(2), 21.*
- Pomerantz, J., Nicholson, S., & Lankes, R. David (2003). Digital reference triage: An investigation using the Delphi Method into the factors influencing question routing and assignment. *The Library Quarterly, 73(2), 103-120.*
- Lankes, R. David & Bonner, H. (2003). Building an education infrastructure for allied health. *Journal of Allied Health, 32(1), 32-37.*
- Lankes, R. David, Gross, M., & McClure, C. (2003). Cost, statistics, measures, and standards for digital reference services: A preliminary view. *Library Trends, 51(3), 410-413.*
- Belanger, Y.M., Lankes, R. David, & Shostack, P.L. (2003). Managing data collection for real time reference: Lessons from the AskERIC Live! experience. *Internet Reference Services Quarterly, 8(1/2), 137-149.*
- Lankes, R. David (2002/2003). The digital reference fallacy. Co-published simultaneously in Bill Katz (Ed.), *Digital Reference Services*, New York: Hawthorn Press, Inc.; and *The Reference Librarian, 79/80, 35-44.*
- Lankes, R. David & Shostack, P. (2002). The necessity of real-time: Fact and fiction in digital reference systems. *Reference and User Services Quarterly, 41(4), 350-355.*
- Kasowitz, A., Bennett, B., & Lankes, R. David (2000). Quality standards for digital reference consortia. *Reference and User Services Quarterly, 39(4), 355-363.*
- Lankes, R. David (Ed.). (2000). The birth cries of digital reference [special section]. *Reference and User Services Quarterly, 39(4), 352-390.*
- Lankes, R. David & Sutton, S.A. (1999). Developing a mission for the national education network: The challenge of seamless access. *Government Information Quarterly, 16(2), 169-181.*
- Lankes, R. David (1999). AskA's: Lesson learned from k-12 digital reference services. *Reference & User Services Quarterly, 38(1), 63-71.*
- Lankes, R. David (1997). Digital reference on the Internet. *Internet Research, 7(4), 342-346.*
- Lankes, R. David (1995). AskERIC and the virtual library: Lessons for emerging digital libraries. *Internet Research 5(1), 56.*
- Nilan, M.S., Silverstein, J.L. & Lankes, R. David (1992). The VR technology agenda in medicine. Nilan, Michael S., *Virtual Reality 93 Special Report, 33-37.*



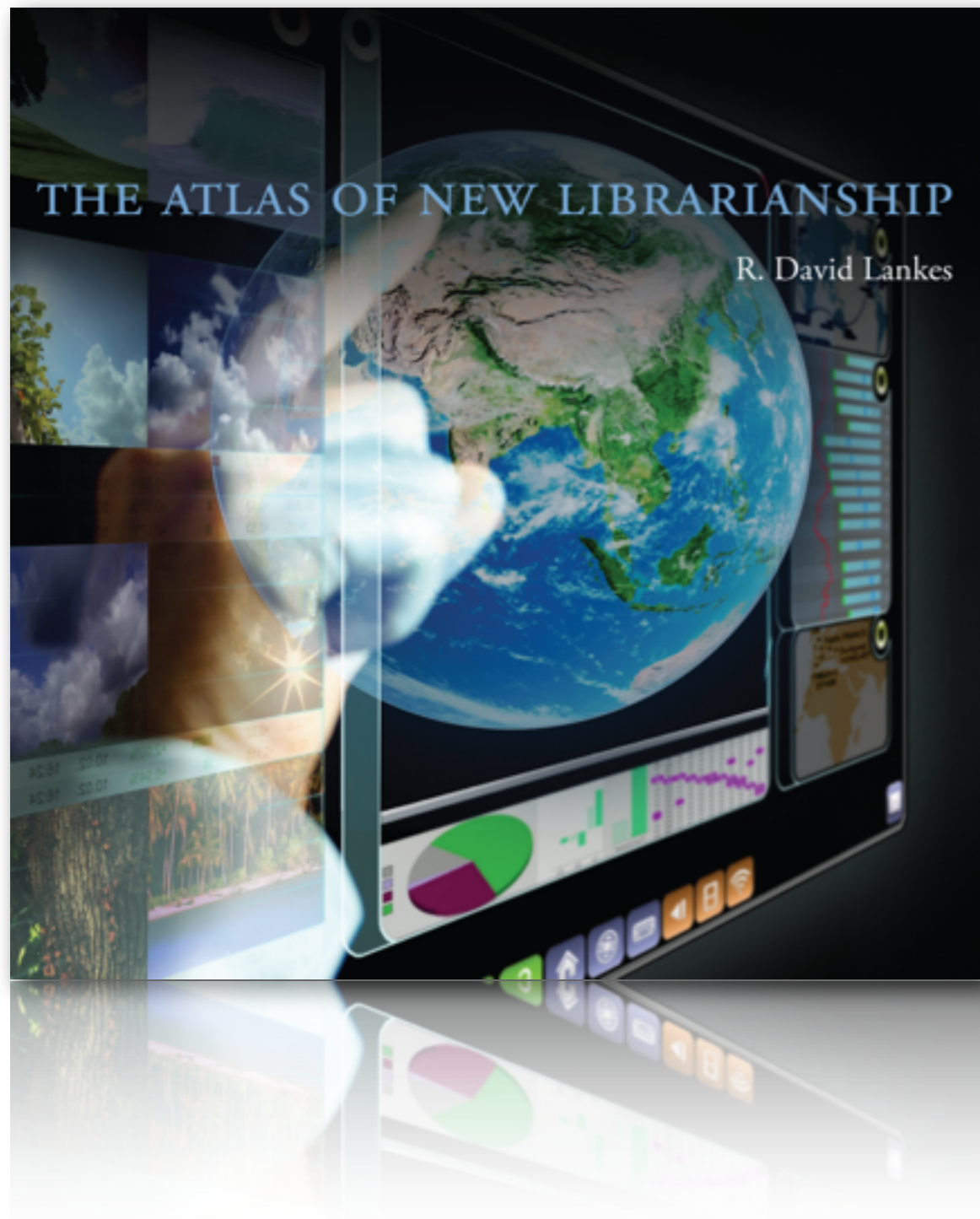
# Journal Pubs n=27

## Project Spin-Off

- Lankes, R. David (February, 2012). Joining the Conversation: School Librarian as Facilitators of Learning. *Teacher | Librarian*. 39(3), 8-12
- Stanton, J. M., Kim, Y., Oakleaf, M., Lankes, R. D., Gandel, P., Cogburn, D. & Liddy, E. D. (June 2011). Education for eScience Professionals: Job Analysis, Curriculum Guidance, and Program Considerations. *Journal of Education in Library and Information Science*. 52(2).
- Lankes, R. David (2008). Extending the conversations at the department of justice. *Conversants*, 1. [Available at <http://conversants.syr.edu/2008/05/01/61/>].
- Lankes, R. David (2008). Collecting conversations in a massive scale world. *Library Resources & Technical Services*, 52(2), 12-18.
- Lankes, R. David (2008). The ethics of participatory librarianship. *Journal of Library Administration*, 47(3/4), 233-241. Also published in Besnoy, A. L. (2009). *Ethics and integrity in libraries*. London: Routledge.
- Lankes, R. David (2008). Credibility on the Internet: Shifting from authority to reliability. *Journal of Documentation*, 64(5), 667-686. - 2009 Literati Outstanding Paper Award
- Lankes, R. David, Silverstein, J.L., Nicholson, S., & Marshall, T. (2007). Participatory networks: The library as conversation. *Information Research*, 12(4). [Available at <http://informationr.net/ir/12-4/colis/colis05.html>].
- Lankes, R. David, Silverstein, J.L., Nicholson, S. (2007). Participatory networks: The library as conversation. *Information Technology and Libraries*, 26(4), 17-33.
- Nicholson, S. & Lankes, R. David (2007). The Digital Reference Electronic Warehouse (DREW) project: Creating the infrastructure for digital reference research through a multi-disciplinary knowledge base. *Reference and User Services Quarterly*, 46(3), 45-59.
- Lankes, R. David, Gross, M., & McClure, C.R. (2006). Costing reference: Issues, approaches, and directions for research. *The Reference Librarian*, 46(95/96), 171-184.
- Lankes, R. David (2005). Digital reference research: Fusing research and practice. *Reference and User Services Quarterly*, 44(4), 320-326.
- Lankes, R. David (2004). The digital reference research agenda. *Journal of the American Society for Information Science and Technology*, 55(4), 301-311.
- Pomerantz, J., Nicholson, S., Belanger, Y., & Lankes, R. David (2004). The current state of digital reference: Validation of a general digital reference model through a survey of digital reference services. *Information Processing & Management*, 40(2), 347-363.
- Lankes, R. David (2003). Current state of digital reference in primary and secondary education. *D-Lib Magazine*, 9(2), 21.
- Pomerantz, J., Nicholson, S., & Lankes, R. David (2003). Digital reference triage: An investigation using the Delphi Method into the factors influencing question routing and assignment. *The Library Quarterly*, 73(2), 103-120.
- Lankes, R. David & Bonner, H. (2003). Building an education infrastructure for allied health. *Journal of Allied Health*, 32(1), 32-37.
- Lankes, R. David, Gross, M., & McClure, C. (2003). Cost, statistics, measures, and standards for digital reference services: A preliminary view. *Library Trends*, 51(3), 410-413.
- Belanger, Y.M., Lankes, R. David, & Shostack, P.L. (2003). Managing data collection for real time reference: Lessons from the AskERIC Live! experience. *Internet Reference Services Quarterly*, 8(1/2), 137-149.
- Lankes, R. David (2002/2003). The digital reference fallacy. Co-published simultaneously in Bill Katz (Ed.), *Digital Reference Services*, New York: Hawthorn Press, Inc.; and *The Reference Librarian*, 79/80, 35-44.
- Lankes, R. David & Shostack, P. (2002). The necessity of real-time: Fact and fiction in digital reference systems. *Reference and User Services Quarterly*, 41(4), 350-355.
- Kasowitz, A., Bennett, B., & Lankes, R. David (2000). Quality standards for digital reference consortia. *Reference and User Services Quarterly*, 39(4), 355-363.
- Lankes, R. David (Ed.). (2000). The birth cries of digital reference [special section]. *Reference and User Services Quarterly*, 39(4), 352-390.
- Lankes, R. David & Sutton, S.A. (1999). Developing a mission for the national education network: The challenge of seamless access. *Government Information Quarterly*, 16(2), 169-181.
- Lankes, R. David (1999). AskA's: Lesson learned from k-12 digital reference services. *Reference & User Services Quarterly*, 38(1), 63-71.
- Lankes, R. David (1997). Digital reference on the Internet. *Internet Research*, 7(4), 342-346.
- Lankes, R. David (1995). AskERIC and the virtual library: Lessons for emerging digital libraries. *Internet Research* 5(1), 56.
- Nilan, M.S., Silverstein, J.L. & Lankes, R. David (1992). The VR technology agenda in medicine. Nilan, Michael S., *Virtual Reality 93 Special Report*, 33-37.

# Arc I: 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

# EXPECT MORE

Demanding Better Libraries for Today's Complex World



R . D a v i d L a n k e s

- ~6 Months Writing
- 1 Week Production
- Print on Demand
- 165 Sold in First Week
- Part of Larger New Librarianship Agenda
- Academic Impact: ?

R . D a v i d L a n k e s