PABLO THE PENGUIN GETS PUBLISHED

Building a peer-reviewed article from a Library innovation

David Bennett
The surprising journey from innovation to publication
HOW INNOVATION HAPPENS

• Innovation is not research
• Innovation is what happens while you are doing other things
• The less seriously you take the way you do business now, the faster you will find ways to change it
• Getting published happens afterwards
HOW INNOVATION HAPPENS IN THE PEER REVIEWED LITERATURE

What is done and what is written often appear very different
WHY PUBLISH AN INNOVATION?

Demonstrates projects offer value for money

• Innovation is change
• Change is stressful
• Peer-reviewed evidence is the best defence

Shares good practice

• Proves librarianship to be creative and evidence-based
THE JOY OF RETROSPECTIVE RESEARCH

• Research the background to your idea
• What has been done before in other areas
• Why is what you are doing the best way?
• Find supporting theory and evidence from commerce and industry
FROM RESEARCH TO WRITING

• Identify what you have discovered and what general problems it helps solve
• Explain how this or something similar has been used successfully elsewhere
• Explain why it works
• Show how your innovation demonstrates best practice
• Suggest future directions
THE ART OF THE ARTICLE

• Tell the simplest story possible
• Every idea must follow logically: theory then practice
• De-duplicate
• Restructure until everything finds its natural place
• Welcome feedback
COMMON CHALLENGES

• Being suddenly expert
• Relating theory to practice
• Structure
• Spelling
• Referencing
• Motivation
• Time
FINALLY - YOUR HARSHEST CRITIC IS YOUR BEST FRIEND

• Befriend pedants of all kinds:
  • Reasoning
  • Referencing
  • Structure and style
  • Spelling

• Learn to love "Reviewer No. 2"
Thank you for listening
Any questions?