

**Sharing Experiences of Simultaneous Open Access (Free)
and Low Cost Book Publishing in Amazon CreateSpace**

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Audience Poll #1:

**Who in here has thought about
self-publishing a book?**



**Part #1:
Learning is Changing...
And Education Costs too Much!**



**A funny thing happened at the
start of the millennium...**

Discussions of this book began at AERA in New Orleans
when talking to Vanessa Dennen and walking under a
bridge at this conference in New Orleans in April 2000.



**Spring of 2006 to Fall 2007
Experimented with Student Generated
Wikibooks**

Web 2.0 and Emerging Learning Technologies



THE PRACTICE OF
LEARNING THEORIES



July 13, 2011

South Korean Students to Go Digital by 2015

<http://certification.kocw.net/kocw-students-to-go-digital-2015>



Is this only a rumor?
Nope, see below, there must be some truth to it...



July 19, 2011
HOW TO: Self Publish Your Book with Amazon's CreateSpace, Mashable

<http://mashable.com/2011/07/19/self-publish-amazon-createspace/>



January 19, 2012
iBooks Author
<http://joyceways.com/>



February 26, 2013
Free Tablets for Everyone?
<http://www.4mattebook.com/author/ethan-senack/ethan-senack-the-student-pirgs-the-new-2013-02-26/>



January 28, 2014
Open Textbooks Could Help Students Financially and Academically,
The Chronicle of Higher Education, Danya Perez-Hernandez,
<http://dnewsline.com/2014/01/28/open-textbooks-could-help-students-financially-and-academically-researcher/>

January 26, 2014 by Danya Perez-Hernandez

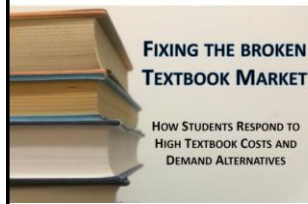
Open Textbooks Could Help Students Financially and Academically

As the price of college textbooks continues to increase, more students are opting to skip the books even if their grades suffer, a survey conducted by the U.S. Public Interest Research Group has found. In a report released on Monday, the group said open textbooks—written by faculty members, peer-reviewed, and available free online—could help make textbooks affordable again.

For the report, "Taming the Broken Textbook Market," more than 2,000 students at 136 college campuses in 33 states were surveyed during the fall of 2013. Sixty-five percent of



January 2014
Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives,
Ethan Senack, The Student PIRGs
<http://www.4mattebook.com/author/ethan-senack/ethan-senack-the-student-pirgs-the-new-2014-01-20/>

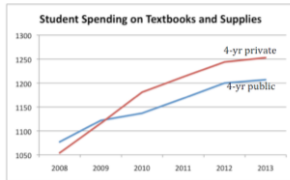


	Traditional Textbook
	Calculus James Stewart
	Print \$224.95 Ebook \$117.99 (180 days)
	Open Textbook
	Calculus David Guichard, et al.
	Print \$22.95 Ebook \$0 (forever) Online \$0

January 2014

Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives, Ethan Senack, The Student PIRGs

http://www.studentpirgs.org/~/media/Student_PIRGs/Publications/2014/01/2014_Textbook_Costs_and_Demand_Alternatives.pdf

**January 2014**

Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives, Ethan Senack, The Student PIRGs

http://www.studentpirgs.org/~/media/Student_PIRGs/Publications/2014/01/2014_Textbook_Costs_and_Demand_Alternatives.pdf

Did textbook costs impact which/
how many classes you took?

**April 21, 2014**

What Enhanced E-Books Can do for Scholarly Authors

Chronicle of Higher Education, Jacob L. Wright

<http://chronicle.com/article/What-Enhanced-E-Books-Can-Do/143969/>



The author's enhanced e-book on King David's Bow offers features that appeal to scholars and to a general audience. Readers can click on icons to reach primary sources, maps, videos, and publishers' web pages.

April 23, 2014

Shakespeare's Dictionary? Skepticism Abounds

Chronicle of Higher Education, Jennifer Howard

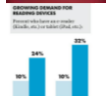
<http://shakespearesbeehive.com/barets-alvarez/>



OpenStax College

(OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers.)

<http://openstaxcollege.org/>



openstax college | Making the Future of Education



GOAL: PROVIDE LOW-COST TEXTBOOKS

April 29, 2014

OpenStax College drops price on every title, Press Release, Open Stax College

<https://openstaxcollege.org/news/openstax-college-drops-price-on-every-title>



Chegg (free textbooks)

<http://www.chegg.com/>



May 1, 2014 Why the Smart Reading Device of the Future May Be ... Paper

Brandon Keim, Wired

http://www.wired.com/2014/05/reading-the-answer-why-paper/?tm_source=twitter&tm_medium=social&tm_campaign=The%20at&tm_content=twitter

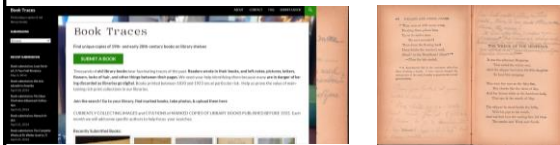


May 5, 2014

Book Lovers Record Traces of 19th-Century Readers,

Jennifer Howard, Chronicle of Higher Education

<http://chronicle.com/article/Book-Lovers-Record-Traces-of-19th-Century-Readers/20140505>



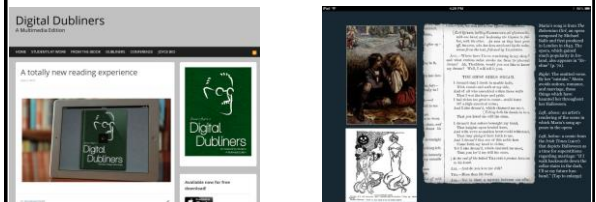
An annotated copy of an 1891 edition of Henry Wadsworth Longfellow's poems and ballads that belonged to Jane Chapman Slaughter.

June 10, 2014

Digital Dubliners

Chronicle of HE, 'Dubliners' Comes to Life in Boston College's Annotated E-Book

<http://digitaldubliners.com/>



June 12, 2014

3 reasons why publishers will struggle to escape the innovator's dilemma

Michael B. Horn, Blog Post, Clayton Christensen Institute

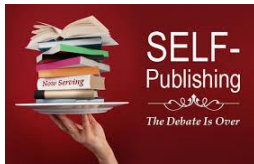
<http://www.christenseninstitute.org/3-reasons-why-publishers-will-struggle-to-escape-the-innovators-dilemma/>



End of Part #1. Questions so Far?



Part #2:
Self-Publishing and Open
Access Books (and free e-book)



FREE

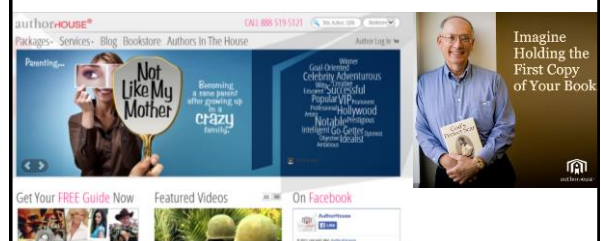
Lightning Source
<https://www1.lightningsource.com/default.aspx>



Lulu
<http://www.lulu.com/>



AuthorHouse
<http://www.authorhouse.com/>

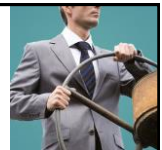


Mehgan-Kiffer Press
Peter Fingar peter@peterfingar.com
<http://www.mkpress.com/>
<http://www.peterfingar.com/>



Self-Publishing Benefits

- Personal Success
- Enhanced Digital Identity
- Freedom to Explore New Ideas
- Sense of Personal Control (e.g., deadlines, formatting, appearance, length, title, etc.)
- Fun
- Expanded Network and Contacts
- Future Possibilities

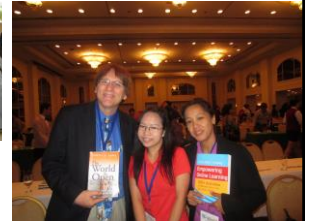


Free Book Advantages



1. Life impact.
2. Longevity of ideas.
3. Helps people in the developing world.
4. Less guilt when someone has a request or no gifts.
5. Trade royalties for new friends, speaking invites, users of ideas.
6. Can give to it my students, visitors, email contacts, etc.
7. Control; can inform or hand to whomever I want.
8. It is an experiment; see works (e.g., OpenWorldBooks.com).
9. The network expands.
10. It brings attention to the brand and everything else that I do.

Who Needs Open Access?



Free Book Disadvantages



1. Say what? Making it free after 14 years of planning?
2. How to justify charging a fee in the future?
3. This project has been my baby for a long time.
4. Not cheap to produce; out of pocket costs = ?.
5. It could backfire and no one could find out about the book.
6. Assumption of lower quality. Reputation takes hit.
7. People could more easily plagiarize this book.
8. My body could tell me that I am an idiot.
9. My book writing colleague deserves some remuneration.
10. Will not get publisher connections, book exhibits, or newsletters.

Self-Publishing Challenges



1. Need collaborator(s)?
2. Who would serve as editor?
3. And copyeditor, proofreader, and indexer?
4. What about the book cover and other illustrations?
5. How to share or market when done?
6. Which book publishing services should he use?
7. Should he make individual chapters available for mobile devices? What about the Kindle?

Quality Control? Used the "PEERS" Approach!

1. **P**eer Review
2. **E**xtensive Planning and Pilot Testing (14, 10, 7, 3, 1)
3. **E**xpert Team Approach (e.g., editors, copyeditors, Web designers, graphic artists, illustrators, and designers, proofreaders, researchers, indexers, formatters, format converters, computer programmers, book publishers, consultants, etc.)
4. **R**elied on Proven Book Format
5. **S**haring Samples



Audience Poll #2: Are there any light bulbs going off?



Let's Play 20 Questions...!

20 QUESTIONS

Q1. Need an Editor?

The rate per page, project, hour, varies, etc.



Q2. Need a Copyeditor? (e.g., Egghead Editing) (change by page, project, hour, etc.)

Donna J. Weisner: djweisner@gmail.com
<http://eggheadediting.com/>



Q3. Need an Proofreader?

(The rate per page, project, per hour, etc.)
(e.g., William Tyler Bryan-Askay)



Q4. Need an Indexer? (e.g., Dorsch Editorial)

The rate per indexable page: Ranges depending on the density of the material, page size and type size, and whether the pages include a lot of tables/figures/images, etc.
Contact: Audrey Dorsch: audrey@dorschedit.ca



Q5. Need an Proofreader?

Automated Services...

(e.g., Ginger: <http://www.gingersoftware.com/proofreading>)



Q12: "Custom Advanced" Services Anyone?
Amazon CreateSpace
Custom Advanced = \$2,881



Q13: Need help with formatting?
Amazon CreateSpace

<https://www.createspace.com/Products/Book/InteriorPDF.jsp>



Q14: Need legal services or support?

e.g., Fisch & Richardson: <http://www.fr.com/>
 New Media & Entertainment: <http://www.fr.com/New-Media/Entertainment-Sectors/>



Q15: Need help with Book promotions?
(e.g., Meryl Moss)

Media Muscle: <http://www.mediamuscle.com/>



Need help with book promotions?
(e.g., Dottie DeHart)
DeHart & Company Public Relations:
Dottie@dehartandcompany.com

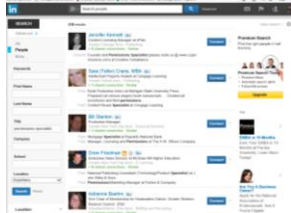


Q16: Need help with book website marketing?
 e.g., Digital Relevance: <http://relevance.com/>



Q17: Need help with book permissions? Try LinkedIn!

http://www.linkedin.com/vsearch/p?or/q=TSEO_SN&title=permissions+specialist&trk=TSEO_SN



Q18: Need help with book endorsements? The 6 B's of Gathering Book Endorsements?

1. Brainstorm lists and then brainstorm again;
2. Be Bold and Brave and get some Big fish;
3. Be careful and be choosy;
4. Be honest about expectations;
5. Begging is not professional.
6. Don't Bonk!



Q19: Need More Help or Rates? Editorial Freelancers Association

<http://www.the-sfa.org/>



Q20: Need to Find Someone? Editorial Freelancers Association

<http://www.the-sfa.org/dir/search.php>

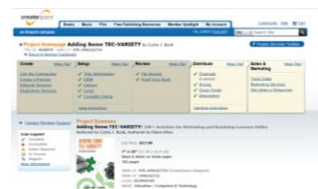


Options and Choices in CreateSpace...



CreateSpace Dashboard

<https://tsw.createspace.com/title/>



Input Title, Authors, Language, Pub Date, etc.

https://tsw.createspace.com/title/setup/book_title_information

Approve Proof

https://tsw.createspace.com/title/review/file_review

CreateSpace Member Message Center

<https://www.createspace.com/Member/MessageCenter.do>

Date	Subject	Index
10/14/14	Check for updates to the product, product details and reviews	2
10/14/14	Check for updates to the product, product details and reviews	2
10/14/14	Check for updates to the product, product details and reviews	2
10/14/14	Check for updates to the product, product details and reviews	2

Decisions about Distribution Channels

<https://eu.createspace.com/title/distribute/channels>

Decisions about Pricing

<https://eu.createspace.com/title/distribute/pricing>

Price	Quantity	Amount	Amount
\$ 12.99	1000	\$12.99	\$12.99
\$ 12.99	1000	\$12.99	\$12.99
\$ 12.99	1000	\$12.99	\$12.99
\$ 12.99	1000	\$12.99	\$12.99

Decisions about Book Cover Finish

<https://tsw.createspace.com/title/distribute/covertype>

Enter Award Competitions

<https://www.createspace.com/pub/member/dashboard-abna.de>



Member Showcases

https://forums.createspace.com/en/community/community/member_showcase



Introducing the "TEC-VARIETY Framework and Book...



What motivates?

1. Tone/Climate: Psychological Safety, Comfort, Sense of Belonging
2. Encouragement: Feedback, Responsiveness, Praise, Supports
3. Curiosity: Surprise, Intrigue, Unknowns
4. Variety: Novelty, Fun, Fantasy
5. Autonomy: Choice, Control, Flexibility, Opportunities
6. Relevance: Meaningful, Authentic, Interesting
7. Interactivity: Collaborative, Team-Based, Community
8. Engagement: Effort, Involvement, Investment
9. Tension: Challenge, Dissonance, Controversy
10. Yielding Products: Goal Driven, Purposeful Vision, Ownership

Need help finding... TEC-VARIETY?

<http://php.indiana.edu/~cjbonk/>



TEC-VARIETY Homepage

<http://tec-variety.com/>



Every Chapter is Free in TEC-VARIETY...

<http://tec-variety.com/freestuff.php>



Add New Titles

<https://www.createspace.com/getstarted/productselection>

Royalty Reports

<https://www.createspace.com/pub/reports/home.do>

Report	Status	Royalty Amount	Payment Thresholds
Total 2013 Report Summary	21 units	\$120.00	\$120.00
Total 2014 Report Summary	8 units	\$48.00	\$48.00
Total 2015 Report Summary	8 units	\$48.00	\$48.00



Order Copies (Paperback or hardcover)

Quantity	Item	Unit Price	Total Price
1	Adding Some TEC-VARIETY	\$14.00	\$14.00
1	Adding Some TEC-VARIETY	\$14.00	\$14.00
Subtotal		\$28.00	\$28.00



Partner with AACE (EdITLib)

<http://www.edilib.org/p/147416/>



End of Part #2. Any Questions of Self-Publishing?



Part 3. TEC-VARIETY Book: For Motivation and Engagement



Poll #1: Million Dollar Question: What words come to mind when I say that I want to motivate learners?



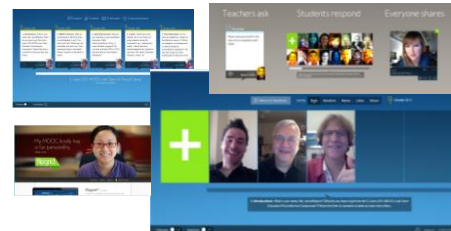
Framework: TEC-VARIETY for Online Motivation and Retention

1. **Tone/Climate:** Psych Safety, Comfort, Belonging
2. **Encouragement, Feedback:** Responsive, Supports
3. **Curiosity:** Fun, Fantasy, Control
- ...
4. **Variety:** Novelty, Intrigue, Unknowns
5. **Autonomy:** Choice: Flexibility, Opportunities
6. **Relevance:** Meaningful, Authentic, Interesting
7. **Interactive:** Collaborative, Team-Based, Community
8. **Engagement:** Effort, Involvement, Excitement
9. **Tension:** Challenge, Dissonance, Controversy
10. **Yields Products:** Goal Driven, Products, Success, Ownership

Examples of TEC-VARIETY



1. Tone/Climate: A. Video Introductions, e.g., Flipgrid
<http://flipgrid.com/#429188c5>



2. Encouragement, Feedback, etc.: A. Voice Feedback
Vocaroo; <http://vocaroo.com/>



3. Curiosity, Fun:

A. Something in the News

(e.g., Fauja Singh, 101, finishes last race, February 24, 2013)

Fauja Singh, 101, finishes last race



10. Yields Products, Goals:

A. Final Product Video Summaries

Piercarlo Abate: <http://www.youtube.com/watch?v=-TURzh09eU>
 Qi Li, Gangnam: <http://www.youtube.com/watch?v=7Q429lpxZaU&feature=youtu.be>
 Miguel Lara (Web 2.0 FREEDOM): <http://www.youtube.com/watch?v=8cmCFW19IW8>



Commitments:

Stop and Share:

Which principle(s) of TEC-VARIETY will you use?

Tone/Climate
Encouragement, Feedback
Curiosity

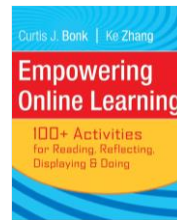
Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products



What did Jean-Luc Picard say?



Framework #2: The R2D2 Model



Again, this talk covered...

1. Recent e-book news.
2. Issues and decisions of self-publishing.
3. My experiences with Amazon CreateSpace.
4. My TEC-VARIETY book.



Audience Poll #3:

Who in here is now interested in self-publishing a book?



**Next Steps for me...
And Next Steps for you...**



Audience Poll #4:
**Is this the end for traditional
publishers? Yes? No? Maybe?**



Audience Poll #5.
**How many ideas did you get from
this talk?**

1. 0 if I am lucky.
2. Just 1.
3. 2, yes, 2...just 2!
4. Do I hear 3? 3!!!!
5. 4 or more?



Stop and Share:
**Three Words
from this
Session!**



3 3 3



End of Part #3.
**Any Questions about TEC-
VARIETY or Self-Publishing?**



Book Project: <http://tec-variety.com/>
<http://tec-variety.com/freestuff.php>



Slides at: TrainingShare.com
Paper: PublicationShare.com
Books: <http://worldisopen.com/>
Email: curt@worldisopen.com
cjbonk@Indiana.edu

