

TIME	SPEAKER	AUDIO
0:00:06.3	Dr Inger Mewburn	Hi, everyone. It's great to see so many people here. Apologies in advance for my accent. I do hope that you've watched 'Neighbours' and 'Home and Away'. So just tune into that, but do let me know if I say something weird, or in a very odd fashion. Anyway, Starting an Academic Blog. I was just saying to Nadine, to be honest with you it's the sort of session that I really avoid doing inside my own university. I only ever do it when I go travelling. I'm not sure why that is.
0:00:35.8		I think it's because it's such a big topic; it's so immense. It takes so long to learn, and you learn on the job, if you like. The one workshop, the one hour, I can't possibly impart to you everything that I've learned about blogging. So, I will try and endeavour to do that, but I would really encourage you to ask me questions as I go along, to clarify things. Sometimes I think we have the curse of knowledge, you know? I don't know what it's like to know what I know
0:01:05.1		anymore, and sometimes I just forget. So anyway, with that, this is my blog, which still looks, I'm told, very messy. I keep getting told that it's very unfashionably cluttered, but it works. I use WordPress, and I started the blog five years ago. I started the blog because I actually had a career
0:01:24.6		crisis after I finished my PhD. I went to see my brother-in-law, who's a very brash American. He tends to just sort of fly over to the valley every now and then; he has a job in Silicon Valley and he works in Melbourne. Every now and then he gets sick of his job and he says to his wife, "I'm just going to the Valley, and I'll come back with another job", and he does that. He comes back with the fifty grand pay rise at the same time. So I was naturally fairly interested in how he did this.
0:01:54.3		So I took him out to lunch and I said, "Mark, how do you actually do all that?" Mark Nottingham is his name, and he's got a Wikipedia page about it; something I don't have

		<p>yet. So he's doing better than me. He works with Tim Burners-Lee actually on the new internet protocols. He's a really widely known, yet strangely invisible man. So he's known in this community very well. He said to me, "So just tell me about your career". I said, "Well, I help PhD students</p>
0:02:24.1		<p>and I don't know". He said, "Well where would you like to work?" and I said, "Well I don't know. This university or that university." He said to me, "I always hear from you about where you work, not what you'd do." It took me actually a really long time to actually understand what he was saying. But he was really saying that old thing about the fact that there's your career, and then there's your job. Your job is not your career; they're actually separate things. He made me do a mission statement, and I had to have four glasses of white wine before I could actually</p>
0:02:53.9		<p>produce one. My mission statement is this: 'I think the world is pretty troubled, and I think PhD students are doing amazing things, but I think the problem for PhD students is that many of them are stuck in their PhD much longer than they need to be. So my job, my career, is to help PhD students everywhere finish their PhD.' And if you think about it, that's a very extensible concept that's able to be applied to a lot of different things. I apply it all the time in my job. If I get asked to do something 'will you sit on the Ethics Committee?' and I think is that helpful</p>
0:03:23.9		<p>for PhD students to get their PhD? Maybe? Yeah okay, I'll do that. The blog is clearly the clearest manifestation of that. But there's a selfish purpose behind it as well because, as my brother-in-law said after I finished my mission statement, he said, "Great. Problem with you, Inger, is that everyone who knows you knows that you do a great job, and that you're an engaging teacher, and you have interesting ideas. But it's only the people who know you. You've just got to get more people to know you, and the best way to get more people to know</p>

0:03:53.8		you is to run a blog. Because through a blog, you can unfold your expertise and knowledge slowly over time. We can never say all that we know. We can only unfold it and show it and demonstrate it to people.' So in a way, my blog both helps PhD students, which I strongly believe in that mission in my career, but it also unfolds over time my expertise. There's probably people in the room, and I know because a few have come up to me before I started talking,
0:04:23.7		already feel like they know me quite well. They know me quite well because they've seen me online and they've seen my blog. So that is a really powerful networking tool; the most powerful networking tool there is. Now the Dean said earlier, "You won't get a job by tweeting", which I agree with. You have to have other things behind you, but I am the poster girl for social media in my country because I did get my job because of my blog. So what my brother-in-law told me is, "Eventually someone will get to know
0:04:53.6		who you are, and they're ring you up, and they'll offer you a job." I said, "That doesn't happen in universities, okay? You don't understand. They have their agenda. They have their jobs." He said, "No no. Someone will make a job for you" and I didn't believe him. But I also kept carrying on blogging anyway. Someone rang me up and he knew what you probably don't know very well, the Australian National University is the top research university in Australia. So of all the places to come to work, it's the most perfect place to me; the most perfect fit, the highest proportion of PhD students
10:05:23.3		on campus in the country. It couldn't be better. I got the call from the Deputy Vice Chancellor, "So, I like your blog. Want to come and have a talk?" You know, it's the call you dream of, so I actually can say it does work in some limited circumstances, but I wouldn't sell that dream to everyone. Now the other thing I notice people were asking the Dean was, "Do I have to do this? Is this an extra thing that I have to do?"

		<p>And I'm always conflicted when people ask me about that because we already do so much, don't we? We're already all so busy. "Is this this extra thing you have to do? Does it take a lot of time?" Yes, you have to do it if you want to get some career advantage. In fact, I worry for young academics that go for jobs, and there's eight hundred people applying for the same job in my university recently for a Linguist position. Eight hundred people applied for that job. Everybody, expect for four of them, had a PhD. How do you distinguish amongst those eight hundred people?</p>
0:06:22.1		<p>How do you make the long shortlist? So unfortunately I think it's a sad fact of life and it does take a lot of time, so hopefully I can help you with that too and make it a bit quicker. Anyway, this is my blog. First of all, I'll just present you with some research, and then I'm going to talk about some blogging tips. This research I did with Pat Thompson, who runs the fabulous 'Patter blog'. It had a very mouthy title. We changed it to Wider Academics Blog, and we did a study of a mere one hundred blogs, and that's a</p>
00:06:52.1		<p>problem. This is a little heap map of blogs that are being created all the time. You can go on WordPress and you can just see the little lights turned on, and you just watch them sort of sparkle. That's how many blogs are being created every minute, all round the world; a hundred blogs was a drop in the ocean. It was a sampling nightmare actually, trying to work out which blogs to sample from that. But we managed to do it, and I don't have time to sort of go into the mechanics of that now, but you can read the paper. and we were interested in these common</p>
0:07:21.9		<p>reasons given for blogging: You need to improve your writing, some of your ideas are dumb, the point of academia is to explain knowledge, blogging expands your readership, blogging protects and promotes your ideas, blogging is reputation, linking is better, journals and blogs can and should co-exist, and what have journals done for you lately? We're</p>

		interested in the kind of mix and the discourses that are going on in this statements as well, like the implication somehow that academic discourse is removed from public discourse; it's not necessarily
0:07:51.4		that academics talking to academics somehow are bad and wrong, and that we should all just be talking to the public. So we were sort of interested to see how this evidence compared with what people were actually doing. So we did a genre analysis and we found a couple of findings in the paper. What were the most common things that people were blogging about? Actually, the most common thing that we found was academics talking about academia and not in complementary ways.
0:08:20.3		Second, we say people disseminating their research findings. We found quite a few descriptions of academic practise, including writing and information. There was really not much activity below the blue line there: self-help advice, technical advice, personal reflections, teaching advice, and in particular, career advice. So these are opportunities for anyone who thinks that they can fill into these niches, because there are not many people actually working that space at all. But this is really interesting. Especially
0:08:48.9		the top finding, Academic culture critique. It's not what we expected to find at all. And what it did tell us is that academics on blogs are talking to other academics; they're creating a culture and a conversation there that's probably, we think, in some way similar to what we're doing in journals already. So it's an alternative kind of journal practice. What we're interested in is who is the blogger... who do they actually think they're writing for? And these are the audiences that we thought were happening, although people didn't explicitly say;
0:09:18.7		we just sort of had to guess or just try and work it out from looking back over ten or twelve kind of different posts to see who they were addressing. Mostly we thought they were talking to other academics, particularly other

		academics like themselves. The assumption was there's someone out there who's just like me reading this blog, and it's something I probably think would encourage you to think whether that's necessarily the audience you want to be talking to. Most academics are the specialist niche area expert
0:09:48.2		and if you want to talk to a broader audience, you maybe want to think beyond just academic like yourself, but maybe you don't. Professionals in a discipline, so if you're in engineering, talking to engineering professionals, for instance. It's quite a strong thread. And the educated public broadly considered, so history blogs, things like this that would demystify academic concepts to the educated public. And there weren't many blogs for students like mine is, and there weren't many blogs that were explicitly helping
0:10:18.1		other researchers in their work. So again, I would say that they're categories of opportunity for people who are interested in starting blogs. So those findings are in our paper, and the interesting thing before I move on from that is that this paper is now the third most read in the Studies of Higher Education Journal ever. And the next most read paper has been published for seven years, and this has been out for two.
0:10:48.1		It has been downloaded eighty times more than the other papers in that particular issue; eighty times more than the next most downloaded paper and actually eight hundred times more than the least downloaded paper in that journal issue. Did that make sense? I'm still a bit jet-lagged! So there are some people who say that tweeting and blogging increases your readership by about ten times, so we found that was correct but that's actually the bottom level estimate.
0:11:18.1		So this is really important for us as academics. Do we think that this is the best paper ever written on this topic ever? Well of course we think it's the best; we wrote it. But it probably isn't. It's certainly not the second best paper

		<p>ever in studies of higher education, yet that's where it appears on the ranking. And then there's a certain virtuous circle. You open up that journal; you see the rankings on the side. You see ours up high there and more and more people click on it. There's an attention economy</p>
0:11:47.9		<p>around journal papers. It's emergent, but I think it's really strongly there and it's growing. So if you're not part of this attention economy, in these traditional metrics, unlike the metrics that Andy's talking about, you are actually probably not performing, or you're going to be outperformed by people who are in this digital space. I don't want to sell a message of fear; I'm just trying to say it as I see it, unfortunately. And I'm happy to take questions on that. Okay, so what do you</p>
0:12:17.7		<p>do? I think one of the most important things to do is to think about where do you actually fit in. Where's your niche? You could blog about any range of things in your discipline perhaps, but where do you offer most value? What is it that you know? How can you solve somebody who's reading it... how can you solve their problem? If you can write blog posts of people's problems, your blog will just take off. There's no better formula</p>
0:12:47.7		<p>I know than that. Now people have lots of problems in the world. They have problems about how to do things. They have problems about how to find things. So doing things you can provide some how-to's, five points on this... that's the kind of blogging I do sometimes, and find things. I read this book, it's the best book. You should read it. Take it from me. I'm the expert in this field. This book's worth your time, this book isn't. Okay? So how to do things and how to find things. And they also have problems with knowledge. Things that they don't know. Things that they</p>
0:13:17.6		<p>don't know that they don't know. So these are all areas that academics are really well-suited to filling. Personally, I actually find this is the nicest kind of blogging to be doing. It's helpful,</p>

		it's useful, and it's pragmatic. So it's a problem with doing something, a problem with finding something, or a problem about knowing something. How do your skills help you fit into and offer something for that? Because there will be a niche for people who are interested, and size doesn't really matter.
0:13:47.5		It's who is reading it and how important they are to your network. If there's twelve really important people in your network reading your blog, then that's still more beneficial than millions of people reading it, that can't actually do much for you, or talk to you, or be part of your community. So the niche is not about the number of people in it; it's about how valuable it is, and how valuable you are to the people. Now when we looked at the blogs, we noticed that most of them didn't have an 'about' page that actually said anything
0:14:17.1		about what the blog would do, who it's for, why you should read it. I think that's one of the really simple lessons you could take away. If you do start a blog, the first page is the 'about' page: Who are you? Why are you suited to answer these questions? What questions are you going to answer? Which ones aren't you going to answer? What's your place? So map that out carefully. I think there was some talk before about CVs and online CVs and so on.
0:14:47.1		The 'about' page of your blog can be the most powerful CV ever. That's where I put all my papers. I don't bother updating Research Gate or academia.edu very often; I do it every now and then, but it is a lot to keep track of. But I do keep my 'about' page updated because I know that's the strongest Google hit that there is. I'll talk about that in a minute. So how can you make a blog that actually sticks? That connects to its community? And it is about community, so it's asking about
0:15:17.0		what community am I connected to? What problems does this community have? How can my knowledge help this community? Where does this community live? Where do they hang out online? What hashtags do they use on

		Twitter? I know for me, PhD Chat is the most potent hashtag that I could use. That's where my people are hanging out. That's where the students... I can reach them. So you've got to do your research carefully. Thinking in terms of community is a bit of a subtle shift from the way that we're encouraged to think as academics.
0:15:46.8		We're often encouraged to think in very individualistic ways, and when people talk about their work, they talk about it in very instrumental ways. They talk about meeting people for the first time at conferences, the elevator pitch and so on. But they don't often talk about friendship and affection, and all these things that do actually bind us in communities together and share troubles. So these are the areas that I think you need to understand, research, and really think about it. Look at what other people are doing as well in
0:16:16.6		those spaces. Other people's blogs are not the competition. This is not a way that we're taught in academia either. We're taught to think about citation, impact, and ownership all the time; not necessarily about collaboration and cooperation. So, I think it's more like this kind of competition than it is like any other kind. It's friendly. It doesn't really mean much. There's
0:16:46.3		not that much at stake really. People are going to read what they read. Another blog in your space is not something to worry about; it's something to celebrate and embrace and make connections with. Really, I know I sound like Polly-Anna, but we do grow stronger if we take this generous attitude towards other bloggers. You can learn from what they do. You can creatively steal ideas from them. They can steal ideas from you. You can give things away. And Pat and I, in our paper, talked about this sort of giant gift economy, and that people were putting out offers,
0:17:16.0		gifts of blog posts and then also connecting other people to other blogs as a kind of gift. So if you think about it, that you're existing in an attention economy, and a gift economy, then

		<p>what are you giving? What does your value add? And how do you fit in with other people? How can you promote them? Invite them into your space? So I make sure that I actively promote the good blogs because I just grow from that. My reputation grows.... if I show you something else that's not mine, that's</p>
0:17:46.0		<p>really awesome, you're going to remember me very fondly. That's why I have so many followers on Twitter; that's the essence of the lesson there. I find cool stuff and I share the cool stuff. That's all there is to it. Just being useful and being generous works. It also makes the whole experience and the space a much friendlier place to be. People ask me often, "Do you have trouble with trolls?" I don't really. I don't have a highly-gendered avatar and that's</p>
0:18:15.8		<p>deliberate, but I really don't have that much trouble. Very rarely does someone say something nasty to me. I just ignore it, and I think that if I do, people will often defend me instead of me having to defend myself, because I'm taking that approach. So who is the competition? So look at them carefully. What are people already doing helping you fit in? So a good example of this is The Research Whisperer. People often say to me, "Oh they stole your idea, didn't they?" or "How do you actually relate to them?" or</p>
0:18:45.7		<p>"Are you a part of them?" They're friends of mine. We had a conversation quite a few years ago, and they said, "We really like what you're doing" and we sort of discussed some of the things that I was doing. And then I said, "Just use the name. Leverage the brand. See if we can make more whisperers". And I still would like more whisperers to be around because as a concept, it's a fairly powerful one. If you're wondering where I got the name, the students used to call me that, so I then decided that was actually a good name to adopt for my blog. So The Research Whisperer have their own style. So they're just like</p>
0:19:15.3		<p>The Thesis Whisperer but they've had money and they've had that there since the beginning.</p>

		They blog once a week and they have a very clear idea of who they are and who they're for. So they're blogging for early career academics, who are looking for research money, writing research grants, managing your time, managing your budgets, managing your networks. All the sort of things that go with trying to get grant money into the university. That's a really nice example of a niche area. It's expansive enough to be able to bring a lot of other aspects
0:19:45.0		into it, but its narrow enough for it to be legible; for people to come there for a purpose and to develop an audience. This is not an easy thing to do. It's really not easy to find your niche, and it really takes some work. This is my seventh blog. So seven blogs to get it right. Collaboration I think's really important. So this is actually the first thing that I wrote in my blog, and it was sort of a mission statement. So
0:20:15.0		we want to be concise because people have to read a lot, so don't make a post longer than a thousand words. Sometimes I break that. We want to learn from stories about doing a research degree, but it's not about your topic. I wanted to make that very clear from the very get-go. There are enough journals out there. We're not a how-to guide to doing a thesis, but we'll dish out practical advice and tips. We're not going to tell you what to do, but we're going to tell you what works for us. we don't want to just talk about writing because it's about much more than that. We want to stimulate conversations
0:20:45.0		so we're going to be opinionated, but we're not going to be obnoxious. You can relax here. No examiner's reading it. We can't pay you, but we're not going to rip you off. I wrote this on the very first page and I've actually never changed it. I can't quite believe that. And notice all the use of the 'we' language. There was no 'we'. She didn't know that, did you? It makes it already sound more relaxed and assertive and everything. There's no 'we' and that's why
0:21:14.7		I chose The Thesis Whisperer to sound like a

		<p>newspaper. Make yourself sound like a magazine or newspaper. Make yourself sound like there are more people. People are more relaxed with it for some reason. Now it's actually true. There is a 'we'. Every second week there's a guest post, so I only have to write every second week. I couldn't keep doing it if I had to do it every week. It just wouldn't be possible. I just don't have that much creative energy. And it takes a year to get a post on The Thesis Whisperer now.</p>
0:21:44.6		<p>That's how many guest posts that I have. I'm blessed with an audience that loves to write. And I got worried about that the other day. I said to a friend, "People will be put off from writing for the blog because they've got to wait so long". They said, "It's alright. It's just like a top-tier journal now". Andy, you've got to get that book out so that people actually get some credit! And then there are all sorts of other things like how do you licence your content? I've gone for a Creative Common Share Alike Attribution Licence.</p>
0:22:14.2		<p>So I had to learn about what Creative Commons was, and how to licence my content. So that means you can take anything off The Thesis Whisperer and use it for anything, so long as you say that I wrote it. It sounds very generous and a bit scary, but when I went to do my own eBook on Amazon, because I finally decided it was getting too messy in the blog, and people would write to me the entire time saying, "I just arrived there. Which post should I read?" and eventually I just put them into an eBook. I put it out really cheap on Amazon for the price</p>
0:22:44.2		<p>of a coffee. When I put the eBook on Amazon, Amazon wrote back to me the next day saying, 'You do not own this content. You have no right.' I thought how do I actually prove I own this content? I can't actually prove it very easily. So I wrote back to them saying, 'You'll notice this site has a Creative Common Share Alike Attribution Licence and I attributed it' and they went, 'Okay'. So it's because I shared it. I was able to publish it. So there's these very strange economies at work online that you have</p>

		to start being aware
0:23:14.0		of, some of the ins and outs of that. So I put the book online on Amazon, mostly because I just made it to help people. I thought I'd just put it online. I'd have to pay my fees and charges, and it cost me about four hundred dollars a year to run the site. It's paid for way more than that. It's made a really big profit. People were asking me for a paper version, which I thought was really anachronistic, but I looked into it. I found a print-on-demand service. I put it out through Blue Loop
0:23:43.5		and that sold like hotcakes. And this brings in money per month for me, and now it pays for not only the blog, but it pays for all my computer equipment, my phone bill. I buy all my academic books through it. It actually sort of funds all that kind of excess stuff that normally I'd be paying out of my own pocket. I have enough left over to donate to charity, so I donate to Cancer Research every month. I donate to Wikipedia. I actually have a bit of a tax problem. It's making a bit too much money.
0:24:14.2		So but good problems; good problems to have. It took a long time. You can see there's two thousand and ten. There's two thousand and eleven, twelve, thirteen, and fourteen. This is predicated. That looks pretty nice, doesn't it? I don't know if that's what will happen, but that's what WordPress thinks will happen. So this took five years to get this kind of level. This is a serious investment of time and effort. I wouldn't have kept doing it if I just didn't
0:24:44.2		really enjoy it so much. So that's the other thing. I think the message that's come from Nadine and Andy as well is that finding ways to enjoy it is really crucial to keeping your interest up. If you're not, it's just a chore on top of a lot of other chores. Okay and also being that generous citizen does pay off. I've now got nineteen thousand followers on Twitter, and that was just from reading in the morning the things that I like to read; the things that interest
0:25:14.0		me and just tweeting them. So I really do my own reading, my own scanning of the web, so

		<p>it's not extra work for me there. I'm just sharing what I'm reading. You'll notice I've been pretty quiet lately, and that's because I'm not reading very much. So if I'm not reading very much, I don't have very much to share. I'm just not there and that's okay. You don't have to be there all the time. But consistency does pay off. You can't look at the numbers day by day and start to obsess about them though. Everyone who blogs will go through that</p>
0:25:44.0		<p>stage, am I right? So you can just sit there and watch the numbers. After a while you just can't keep doing that. We've got to recognise that it ebbs and flows. This pattern here is the posting pattern. It peaks and you'll notice that that one peaked at six thousand. This one peaked at nine thousand. It's just whatever interests people. If I only wrote about writing, I would be much more popular than I am today. So much more because every</p>
0:26:14.0		<p>post I do on writing just goes off. But it's not all I want to write about; it's not all that interests me, so I don't do it. Okay, so you can get a lot of information through the back end of the blog. And if you're slightly nerdy or geeky on the numbers... who's falling into that? Am I alone here? I get a bit analytical. It will give you a lot of information. One of the most fascinating bits of information is what they've typed into a search</p>
0:26:44.0		<p>engine. Academic chic. Maybe cherries maybe? Clever person. Oh that's quite nice! What does part-time PhD mean? How I write a PhD proposal in one month. Great post ideas here if I'm ever stuck. What are people actually looking for? What do they want me to write? Where are they going when they've read a post? Where are they off to? This</p>
0:27:14.0		<p>is of course... am I sounding very mercenary Australian? It's a chance to make some more money. Amazon Affiliate Store. So if you buy a book that I recommend, Amazon give me twenty cents or thereabouts. Maybe not even that much. Maybe three cents sometimes, I don't know how they work it out actually. It's</p>

		pretty dodgy. But I get some money. I get a gift voucher every month and I spend that on a book for the blog, and then I'll review those books for the blog. So there's these ways to
0:27:43.8		keep it running financially. This is really important and I know I sound really mercenary, but over time, if I'd just been spending four hundred dollars a year on a loss-making thing that wasn't... you know, my husband would start to question, "Why are you doing this?" It clearly gives it, a sad as it is, and money and work are connected together. Speaking of work, when I took my blog to my new job, it's an asset. It's intellectual property. How do I
0:28:13.8		treat that? I had to go and see a lawyer. That cost me a lot of money. The lawyer was like, "I don't know. I'll have to send you to another lawyer". So I went to another lawyer and I still don't think they even really knew. This is very new territory that you're in. I had it drafted into my employment contract that ANU do not own The Thesis Whisperer, or anything associated with it, and that when I leave, I take it with me. It's nothing to do with them, but they will give me time to do it. They kind of don't. But they're meant to. And that's in my contract.
0:28:43.8		It starts to become this other part of you that you have and after five years and when you've got a really big one, and I'm hoping you have my success problems now. These are not insignificant problems. What happens next? Do I keep doing it? I'm still enjoying it. Am I Thesis Whisperer in twenty years' time? What does that look like? Do I hand it onto someone else? I don't even know. These are succession-planning problems that I didn't even think I'd have to have. So I don't want to encourage you to think too much about these future things, but just to highlight
0:29:13.6		to you those problems come out of the woodwork with blogging that you never anticipated. So this is part of my moderation policy: 'Since I don't write all the posts, I don't totally agree with them either. I'm always

		interested in thought-provoking conversation, which is why there are so many points of view in our guest posts. 'Thesis Whisperer's readers do not want to hear bigotry, racism, sexism, plain-meanness, or other form of assattery masquerading as critique.' That is a real academic thing, by the way. 'I will delete any comments I think
0:29:43.4		unfairly attack an author or another commenter. Sometimes I will delete a comment because I think it's unnecessarily aggressive, lowering the tone or linking to content I think is offensive. We occasionally talk about sensitive topics here and I respect the right for you to post anonymously, but Thesis Whisperer readers want to read polite and interesting conversation. If I think you are using anonymity to be an asshat, you will be deleted.' Okay? And now I feel... I gaily delete. I deleted someone this morning. I call it the Mellit of Loving Correction.
0:30:13.2		You're out. It's my blog, it's my space, and I keep it's nice. So sue me. If you want to go and argue with someone, go to Reddit. I'm not interested. And I have a really high female readership; really high. I know that women sometimes feel online quite vulnerable, and there's been a lot of talk about that, and a lot of talk about this unfairness of the attention, so I have the power here. I have the delete key and I'm going to use it. Now that didn't come necessary for four years.
0:30:43.2		I had one of two persistent trolls and I just got sick of it. So these are the things that you need to anticipate with scale; with scale things change. How do you get that scale? Well, I think the best way to think about social media, for me, is thinking about it in terms of place. David O'White. Is it David O'White? Did I get that right, Andy? Who was on the Google hang-out with us?
0:31:09.3	Andy	David White.
0:31:10.1	Dr Inger Mewburn	David White started the idea of digital residents and digital visitors. And I think this is a really powerful concept. So you're a digital resident if

		you have friends online and maintain social relationships online. I certainly do that. If you're online for significant proportion of the evening talking to people, you're a resident. If you just go there to do your banking, and to look up information, you're not necessarily a resident; you're a visitor. It's fine to be either, but if you're just a visitor,
0:31:40.0		all you need is a shack. So you don't need to invest a lot of time in it, perhaps. If you're a resident, like me, this is my dream house here in Bora-Bora over the water, so you'd have a mansion. So what does this shack and a mansion look like? So here I'm going to be... I'm not normally descriptive, but here's what I think of minimal. Minimum presence. I think it's useful to have at least a minimum presence. Now notice I don't have this presence on the university page, because they
0:32:10.0		don't really care about us. They really don't. I had a really fantastic colleague, Alison Lee. The most astounding scholar in our area. Her homepage was the only really good collection of all her stuff; you know when someone's just really put everything? Every talk that they've done and a link to every podcast. She died two years ago and her page was gone within forty-eight hours. I was appalled. We're an ageing demographic. Fifty percent of
0:32:40.0		academics in Australia are over fifty, so why don't we have some sort of academic graveyard online? It just seems so tragic. Now she's sort of scattered everywhere over the web. If you know her work you'll find her, but you've got to do all that sort of searching. And so because the university aren't there to maintain our web presence, so if you're top Google hit is your university webpage, that's not very robust. So about me, which Andy
0:33:09.9		kindly showed, I think it's really useful. I wouldn't want to rely on academic.edu, researchgate, or any one of those other commercial companies to make me web presence for me either. The value of about me is that it's a really simple way to just hook

		everything in. So it's kind of like the switching junction for all your web presences, and there are a number of them on the market. If you've got some basic html skills, you can just put up a single page. I think that's all a homepage needs to be. It's a switching
0:33:39.6		station. LinkedIn, you have to be on it. I sit on selection committees in my university and the first place they look is LinkedIn. Have a nice photo there. I would say get it professionally taken. I would have every list of every publication on there, and I haven't followed my own advice if you look at my LinkedIn profile. But it's also very useful if you've
0:33:59.3		got a good bio there. If you go and do a guest talk you can just send people to it. It's very useful for you to connect, and work out who to connect with on there. I think you've got to connect just with people you know or else the network isn't going to be very useful to you. But remember that recruiters are searching in there; actively searching in there. You need to put your best foot forward. Research Gate, academia.edu, I'm on the fence for either one. I find Research Gate a bit cumbersome. I'm with you. It's just a bit demanding. It's a bit like Run keeper. Does anyone use Run keeper?
0:34:29.2		It nags you, 'You thought that three days ago you wanted to do exercise.' I don't feel like it now, thank you very much! So Research Gate is very naggy. I've noticed people in there who have not taken up any other social media. Has anyone noticed that? There seems to be somehow that that's got traction that other sites don't. Google Scholar homepage is just a must and Orchid I've been meaning to do for ages. I think these things... making yourself legible, making your work
0:34:59.2		findable, is the key issue that you've got to address. So there's my About Me page. There's nothing beautiful. Just a photo someone took of me in a bookstore, links to all my channels, a few bits and bobs. That took me twenty minutes. Someone was asking me advice for managing all these spaces. I have four hours set

		aside on one Friday afternoon a month for filing, and I just write a list in my diary entry of all the
0:35:29.0		things that I mean to do, and when I get to that diary entry I just do all that stuff. I update and I update. So once a month, four hours. It's more than doable. Luxury Palace option. All of those, that's your minimum, plus an active blog. I've used all the different type of blogging software and WordPress is the best in my view. Twitter and G+... there's different audiences hanging out in different place. Twitter's more like the pub.
0:35:59.0		It's a bit more open-ended. Someone once said, "Facebook is for the people you went to school with and Twitter's for the people you wish you went to school with." and I think that's pretty true. G+ seems to be for people who like to take photos. I don't really get it but I use Buffer App to automatically send to LinkedIn, to G+, to Twitter, so I don't have to be in LinkedIn; I don't have to be in G+. I don't want to hang out there, but I
0:36:29.0		just drop things into there and Buffer App is the way to do the one accounts. It's a one-stop shop for that. Channels in other services, and they can be whatever you like. I'm in Instagram, Pinterest, Tumbler, Mendeley, Zotero, flickr etcetera. There's more. I just like them. I have fun there. I have a theme or a reason for every feed. So in Pinterest I make silly boards
0:36:59.0		of things, like real and fictitious academics. So I put pictures of Harrison Ford and Big Bang Theory, then I have an academic fashion board, to decide how to dress. Then I have one for academic profile shots. How do you have your photo taken? Let's workshop that Pinterest-style. I have that's been really valuable, which has been where people put their degree test status, so in laundry baskets, on the wall, in cupboards, on the floor, in the bottom of the cat litter tray.
0:37:29.0		Because I'm interested in them as physical objects and I'm actually writing up that paper at

		the moment, so that's a way for me to gather some ethnographic data. The other one I maintain on Tumblr is called 'Refreshments Will Be Provided', and it's just about academic food. So I just take a photo of the food and say what had happened, and I ask people to send me pictures. So I have this really great, again, ethnographic data source of food, and it started off as a joke with a friend because I said that I was a bit sick of research
0:37:58.9		ethics procedures stopping me doing ethnographic research. You can put that out on the internet; I said it. I said, "I want to do something that doesn't involve people" and food is already at risk of being eaten, so no problem. So it's only people's hands and the food; I can use the data however I like. That's been a fun and interesting project. I usually have a reason for every channel; sometimes it's playful and sometimes it's more seriously sharing content.
0:38:28.0		And then you can think about possible money-making. I use Amazon Affiliate. I don't use Google Ads. A lot of people do and they make a stream of income and that supports the blog. Quite frankly, I don't really trust universities to provide us with ongoing job security or anything like that, so this is a way of sort of keeping my hand in other places. Sometimes it's really hard to decide what a social media platform is for. Instagram mystified me for ages. I just
0:38:58.0		couldn't ... I thought it was fun. I took photos in it, I played around with the filters, but I couldn't think of a reason for using it. So I sort of languished and then I'd take it up again. Then I realised a whole bunch of my friends had migrated from Twitter into here, so they wouldn't be on Twitter anymore and I wasn't seeing them. I wanted to hang out with them because they were all the artists and the interesting people. So I went back into Instagram and then I realised that the point of Instagram is that it's pointless. And that was remarkably liberating.

0:39:27.3		That means that I could then have a tagline saying, 'This academic life: not at all useful'. That's what I do on Instagram. I'm not useful. Everyone else I'm kind of useful. Here I'm not useful, I'm just playful. I put in whatever I like. So thinking about these social media feeds as places is useful. There's a post coming up in two weeks, or it might be next week, where I talk about that in some detail, about the
0:39:57.0		analogy between Facebook being your lounge room and Twitter being the pub. So these different ways of understanding, and what the social norms are in that space, and how you should perform or act in that space. Instagram is a much more playful space for that reason. So you don't need to build a Palace Option, but you can partake in some Palace things. The conversation which Andy showed before... so a subject matter blog or an aggregator blog. I would
0:40:26.7		call the conversation 'Aggregator', where it takes a whole lot of other posts together and it's in a newspaper format. It's very easy to get involved with that. Very easy for people to write for my blog for that matter. You just contact the editor and you just pitch a story. The idea is that you're saying why this story is relevant.
0:40:46.1		Why people would want to read it. That's how newspapers work. Thinking about newspapers and radio stations and places are really useful ways to think about these digital spaces because they're connected to something we already know. So you can think about Twitter as a radio station. My Twitter radio station is just PhD channel. That's all I talk about there, and if I want to talk about other things I do it somewhere else. Likewise, every blog, every successful
0:41:16.0		blog will have a reason for being, and a strong idea of what content they want. You pitch a story that's relevant and then you can ride on that. You can put it in your LinkedIn.
0:41:25.7		Take it from me; all blog-owners are hungry for

		content; desperate for content, happy for content to be given to them. This is probably my last slide and I'll take some questions, but it's a conversation and it's a dialogue. It's not a monologue. The number of times I see people making this mistake astounds me. In here, you can see all the tweets from a two-hour period.
0:41:55.3		It seems like a lot but only the ones circled in red could anyone see. These ones that have someone's name at the start, for those of you who aren't on Twitter, only people who are following both of you will see it. So again, it's like the pub. I'm standing at a table having a drink with Flecksnib, and we're chatting about something. You might walk past and see me and Flecksnib talking but you might be at the other side of the pub. You might follow me or you might follow Flecksnib.
0:42:25.3		You won't see us talking. You're not shouting all the time. You're not being overly-active, but it means that people can see you talk to other people. If you think about it, this is a really important way to get to know who someone is. If you watch a person talk to someone else, it often tells you more detail about that person than if they're talking to you, which is why we take people home to meet our parents. Its lots more data. We can see that person talking to our parents and we can see the parents talk to that
0:42:55.0		person, so you get to know who people are and how they behave by watching them interact with other people. These social norms don't disappear online. They're in fact more present I think, in some ways, than they are off-line. So in summary, be short, be regular, and be useful. That's all I have to say. I think I've got quarter of an hour to take questions. Yep.
0:43:21.4	Male	Just a basic question, if you blog your research, are you not starving your chances of getting it published in central, reputable journals?
0:43:30.5	Dr Inger Mewburn	Sometimes, yes. So when I blog about my research, and I've been doing it recently, I blog in order to gather more participant data. I've been doing a study of why people quit PhD and

		that's a narrative study, so I've been looking at snippets of what people say about quitting. I wrote about what I was finding out in order to tease out more information from people. So it was a way of writing about the research without writing the research. I think there's lot of opportunities to do that.
0:43:59.6		It strengthens, so you can write about method, you can write about one particular finding and your questions about it; rather than thinking about it as a publishing platform, think about it as a dialogue. Up the back.
0:44:12.6	Male 2	Can you help with a... I don't know quite what the issue is but I started a blog of photographs of people sleeping in public places;
0:44:23.5	Dr Inger Mewburn	Right.
0:44:24.3	Male 2	on trains, airports and cars.
0:44:26.1	Dr Inger Mewburn	Yes.
0:44:27.5	Male 2	And I got told that I couldn't publish those photographs because I didn't get the permission from these people, and I've never been able to disentangle quite what the legal issue is.
0:44:36.2	Dr Inger Mewburn	There's a good book called 'Blogging and Tweeting without being sued'. That will give you the answer. Read it. It's really good reading. Yep. Definitely in academic settings without ethics approval, that would be a no-no, which is why I do the food. Yeah. Question over here. Yeah.
0:44:57.7	Woman 1	Sorry, I've been trying to ask this question, but I think you've given me the answer already.
0:45:00.5	Dr Inger Mewburn	Yep.
0:45:02.5	Woman 1	I was going to ask a question about blogging . I'm a second year PhD student.
0:45:05.8	Dr Inger	Yeah.

	Mewburn	
0:45:06.5	Woman 1	I've never managed to start a blog. It's quite scary. Having seen what you've done it's now even scarier.
0:45:13.5	Dr Inger Mewburn	Yeah.
0:45:14.5	Woman 1	Because I'm trying to start and I'm thinking what do I write? Where do I start? Who am I talking to? What are my ideas? But now you've addressed that. My question now then is if I start blogging, because your one has a lot of people following, do you SEO it?
0:45:30.9	Dr Inger Mewburn	Do I what, sorry?
0:45:31.6	Woman 1	Site optimise.
0:45:36.8	Dr Inger Mewburn	Do I site optimise? Oh, search engine optimisation. No. No. I never have. I just write with content.
0:45:43.4	Woman 1	Okay.
0:45:43.7	Dr Inger Mewburn	And publish good content and I publicise it on Twitter. So that will drive up Google... what drives up Google more than anything else is people linking to your blog. Linking is a sign that they like it, for most people, so that will drive you up naturally. It didn't take me very long actually to get quite up there, and that's just Twitter. If you've got a blog and you're not using Twitter, you just really won't be leveraging it. But I would question whether you need to start a blog when you're a PhD student.
0:46:13.6		I would question that, and I would really think about where you want to spend your energy, and whether you want to start writing, say for the conversation, because professional editors will edit you and you can learn a lot from that. And you can also think about your professional identity and have the luxury of thinking about where you fit it. It doesn't mean you can't be writing one... I write twelve or thirteen posts before I put it public, so it's a lot. I was playing

		around with the format and I didn't actually publish the blog until there
0:46:43.0		was content. You know how you click on a blog you go, "What a great post" and then there's nothing to go back to? So I wanted to make sure I put it out there with some batch content on there. I would think about... you don't need to rush in. There's ways to participate that you can learn from, and concentrate on getting your PhD done. But that's the mission talking, so take... your mileage may vary! Question behind.
0:47:06.6	Male 3	Hi. My question... you just mentioned using the blog as a research method to collect data. What are the ethical issues with that, and what do you have to do on your blog? Because you're collecting personal information from people, and they need to be aware of that obviously.
0:47:27.2	Dr Inger Mewburn	Yep. So it's on my moderation policy that I do use the blog for research purposes, which is one other reason why I put the moderation policy up. I've checked it through with my both ethics... ethics committees vary, which is infuriating. So the current thinking and the current ethics committee that I work with, is that in a public blog, in a public forum, it's like letters to a newspaper and therefore okay. But if I'm soliciting it directly, it's not okay.
0:47:56.5		So if someone happens to comment on something I do, fine. If I say, "Please send me information on X", it's not fine.
0:48:04.6	Male 3	So it's like entrapment maybe.
0:48:06.8	Dr Inger Mewburn	Yeah. But I would encourage you to talk to your ethics committee, because my experience is their interpretations vary very widely on what's acceptable and what isn't. Question? Question, Nadine!
0:48:22.2	Nadine	Obviously your blog is huge. I think a lot of what you've said; you've acknowledged some of the problems you've run into are decisions you've had to make because it's so big.
0:48:32.5	Dr Inger	Size effects, yeah.

	Mewburn	
0:48:34.2	Nadine	But a lot of what I've heard people ask is, they immediately want to know how you get so many followers. How do you do this? I wonder if you can say a little bit more about maybe the benefits and the enticing aspects of actually just your standard blog. It doesn't matter if you have ten regulars. That's how you've got to start. That's how...
0:48:51.0	Dr Inger Mewburn	That's what I was trying to say with the slow-burn and showing you that it took years. It took years to build that size... sorry; I'm just a bit hot. It took years to build that size and what I tried to concentrate on all that time is sometimes its really hard, especially once someone else brings out a really good blog and you think oh my God. Pat Thompson's blogging. I'm finished. Thesis Whisperer's over, you know? Then I thought I really admire Pat Thompson. I'm just going to make friends with her and actually we've become great friends. There's that whole aspect to it.
0:49:21.0		But I would just say, and this sounds simple but it's not, is the quality is the most important thing. There's no point blogging for the sake of it. If you write good quality content, stuff you would want to read, and you just do even a minimum of putting it on Twitter, you will succeed. I have no doubt about it. The other thing though that I think is important is sending certain signals about professionalism. It's typing errors...
0:49:50.3		It's quality of the prose. It's a really good opportunity to craft your writing and become a much better writer. I think the regular things are really important. So having a schedule and deciding you're going to publish every Wednesday, or publish once every six months on the last Thursday of the month. It doesn't actually really matter what the schedule is, as long as it's regular. There's one blog called 'Sell Out Your Soul', which I love. He blogs once every six months and I hang out for it.
0:50:20.2		Because it's a four thousand word piece of absolute gold and I will hang onto everything

		that guy says. He's really thought about it and every six months he gives you this amazing gift. So that's what I would say. The quality of the content... so that's why it needs time and people say, "How long does it take to write a blog post?" Anywhere between one hour when the muse is with me and I'm just like that's a great idea, bang. And weeks, months, never. I have this queue that's got sixty half-finished blog
0:50:50.1		posts in there. Occasionally I go through and I just chuck them out. I find I've written them somewhere else or whatever, although I've never managed to make that idea. I really thought I had about six months of blogging in me. I really thought that. Now I can't see the end of it because writing makes, even in a tiny subject area like mine, writing creates ideas and creates the content. The community ask me for things, so we have a thread on Twitter called Tabit.
0:51:20.0		Some of us bloggers follow it. There's a blog post on that. I'm so fond of saying that. People would say, "You know there's a blog post in that." So my friend started a joke about that I needed a t-shirt with #tabit on it. So we started Tabit. Sometimes I'll write there's a blog, Tabit, and then someone else will blog it. If you're in a community and you're talking to them, you'll never run out of ideas. It really does sharpen your writing practice, so it's even a pleasurable end in itself.
0:51:49.4		It's not like tedious referencing and I really don't like writing journal capers in that laboured, mannered kind of way. It's fresh and you can have a bit of fun with it. Well I do. For its own sake, I think it's worth taking. Your mileage may vary.
0:52:07.0	Nadine	I think you mentioned that you had some earlier blogs. What happened to them?
0:52:10.2	Dr Inger Mewburn	Yes. They were bad. Some of them were bad. I did maintain a couple of blogs about my research work and they were boring; they even bored me, so I kind of stopped. The one blog that I did keep going for quite some time was

		about my son when he was a baby. Instead of writing an email to all the distant relatives, I'd write a blog post. That went on for quite a while and lots of people really liked that. My friends were really into it because I was saying... and I've since shown my
0:52:39.7		son the whole blog, which catalogues two years of his life; quite frequently me complaining about his nappies. He thought it was absolutely hysterical, luckily. Now he's thirteen. He thought it was the funniest thing ever. So because that was a cathartic, therapeutic, close to my heart, that gave me the lesson that what I needed to do for a blog was actually really write from that space where I'm interested in it and into it. So every other blog seems to be like writing academic papers. Just
0:53:09.7		sort of boring. So yeah, they kind of exist but I've tried to mothball them all off as much as possible. I think that there's a lesson there. They talk about entrepreneurs just having failures and I think we do learn a lot from our failures. It's true. It's why you want to think about, when you're a PhD student, how you can experiment with low impact. Question.
0:53:36.5	Male 4	Yes, well the first thing I'd like to say would be a comment of which I think Wikipedia is a good example for this, is that it's been a largely academic discourse here today and rightly so. There is the need to academic discourse to be sustained (unclear speech 00:54:00). People can say though that look down too much on non- (unclear speech 00:54:08) and Wikipedia is a good example of that.
0:54:11.5	Dr Inger Mewburn	Yeah.
0:54:12.4	Male 4	Precisely because it's so open, there's rubbish up there and it quickly rights itself (unclear speech 00:54:20) and it was a resource that was mentioned to us in the post-grad maths course at the University of London, without being too much of a...
0:54:33.8	Dr Inger	Wikipedia was?

	Mewburn	
0:54:35.7	Male 4	Wikipedia was because of you know, you can go onto Wikipedia and I was also told the content there is good by a mathematician who created the maths there. Mostly maybe; not always. There can be too much academic snobbery and that's just a general remark. The question is Twitter has been the most mentioned web social media
0:55:05.3		entity here today by far. Thank you for all that you've said, but what would you say would be the best way of introducing people? Say like me, I'm just starting on Twitter. What would you say would be the best introduction... the best books about Twitter, introducing it to relatively new people?
0:55:28.9	Dr Inger Mewburn	Yeah, there are not necessarily books but there are online resources for Twitter. I think LSE Impact Blog released a handbook; the London School of Economics Impact Blog? They released a handbook that was really useful, and I use that a lot in my teaching. The best advice that I would give you though is find an area that you're interested in. So if you're interested in knitting or cooking, or dogs or something, perhaps search Twitter for those things. Follow people who are talking about the things that you actually
0:55:58.3		find interesting in your personal life. You don't have to tweet but you can look at how people behave and what they're talking about. But it'll make you want to go there because you'll be going for something that isn't work. That's been the most effective way that I've introduced people to social media. Go there to play first, then see how you might want to use it for work, or not. You don't have to be on Twitter. Like I say, you can use Buffer
0:56:28.2		App and you can never be on Twitter. It can be there for you.
0:56:35.0	Nadine	There are some really good pdf handbooks created by researchers which kind of review every social media platform, that tell you what's good about it and maybe what's not good about

		it. I tweeted a little bit about it earlier so you'll be able to see that.
0:56:48.5	Dr Inger Mewburn	But the best way I think is to play. Like in Pinterest, I'm building a house, I'm looking at all the rooms, you know? Mud rooms, kitchens and stuff. I actually use social media more to socialise than I use it for work, and I use it a lot for work so that probably tells you something. But the first thing I did when I got here in England was get myself connected, or else I just feel like... people say it's sad and everything, but I'm happy. I still have friends in real life as well!
0:57:17.5		In fact there's been a few people that have come up and Tommy, wherever you are in the crowd, who actually I've known for a long time online. And when I meet them in person they're exactly as I expected them to be. It's the oddest thing. It's a good way to make friends actually. I wouldn't be standing here today if it wasn't for Twitter; there's no doubt about that. There was a question right back there, Nadine. Sorry.
0:57:40.8	Female 2	I just wanted to comment really quickly. I do think it's important to talk about disciplinary differences. It's very different if you blog about qualitative research and data, which I would never do. I blog about things that I find, and novels that I read and things, which don't take the same shape as the article or monograph; I talk very differently about them. And I don't think at all that my publishers would take issue with that, as long as I haven't published the entire introduction to my book word for word. So I think
0:58:09.3		there's...
0:58:09.8	Dr Inger Mewburn	Which would make a good blog post probably anyway?
0:58:11.9	Female 2	Far from it!
0:58:14.2	Dr Inger Mewburn	No that's a very good point. Yeah.
0:58:14.9	Nadine	From a speed thing, it is worth saying that things are changing slowly but surely in the

		publishing landscape. So for humanities, there is going to be the Open Library for Humanities, which is going to turn articles around so much quicker. So there are lots of open access journals springing up. Do look out for them and use them. Don't be the snob that will say, "But is my research worth as much if it's published in this new open access journal than in somewhere else?" If we do that, then we'll never get anywhere, will we?
0:58:43.5	Dr Inger Mewburn	Yeah.
0:58:44.8	Nadine	So there is... look out for that because that will be published when it's ready. A lot of journals now do publication online as soon as the article's final. You don't have to wait for the print-run.
0:58:57.5	Dr Inger Mewburn	Yes. My favourite journal's still two years, even to online.
0:59:00.9	Nadine	Right, really?
0:59:01.2	Dr Inger Mewburn	And I've also found these students often tend to follow supervisors, so we need our older leaders to be leading the way on this, because those of us who are at the bottom of the hierarchy are taking more of a risk with these new forms, because we're not as established. That's where the Cost of Knowledge Petition I assigned equally, because I thought that was a good example of leadership. There's a question at the back.
0:59:25.9	Male 5	Yeah. So two pieces of information: why (unclear speech 00:59:28). I'm sure that you probably all know now that for the twenty twenty ref, every article or book that's going to be published is to be published open access. But what you publish is not what's in the journal. You publish your second to last edit before what went into the journal.
0:59:51.7	Nadine	That depends on the journal.
0:59:54.2	Male 5	No, this is ref rules. The ref requires that you publish...

1:00:02.2	Nadine	Yeah I know. It depends on the journal, sorry. It's fine detail but it depends on the journal, which one you are allowed to make your access in the traditional sense.
1:00:08.3	Male 5	Well which one the journal will allow you; whether they will allow you to publish the last one.
1:00:11.8	Mr Inger Mewburn	Yeah.
1:00:12.1	Male 5	Yes, yes. Yes, absolutely. So that was one of the questions. The other thing is that in our research, a lot of the time we generate a lot of the information that we're not going to put in our thesis, or it's not going to be in our paper. So for example, I work on Shakespeare's influence on Marx and Freud, but I get a lot of stuff about translation which I'm never going to write a paper about. So blog a lot of stuff about that stuff...
1:00:34.7	Dr Inger Mewburn	Yeah. Bright idea.
1:00:36.3	Male 5	... because it gets a lot of attention to my research, but it's not anything I want to use.
1:00:40.7	Dr Inger Mewburn	Exactly, yeah. That's what I try to use as well. It's to find the adjacent possible domains of what I've generated along the way. You're right. The journal paper is this tiny, edited bit. Literature reviews, a lot of what you generate for a literature review you don't use, I find. That can also make the blog post and its good community service for people to do some reading for them because I think we're all so swamped. One last question at the back and then I'm going to stop.
1:01:09.0	Male 6	I just feel the open access thing; we're making a mistake because there are an awful lot of predatory journals around. You see from their website...
1:01:17.2	Dr Inger Mewburn	Bill's List, yeah.

1:01:17.6	Male 6	They say, "We use this open access." It gets reviews and you get this quick publication. You go through that process and then they say, "By the way, it's going to cost you a thousand dollars".
1:01:29.2	Dr Inger Mewburn	Yeah. And there are also predatory conference organisers as well. This is a new thing as well, yeah. There are a lot of literacies that we have to... and I would again raise the question of who's doing the training, and we do it for free all the time. There's not enough serious effort put into funding.

END OF TRANSCRIPT