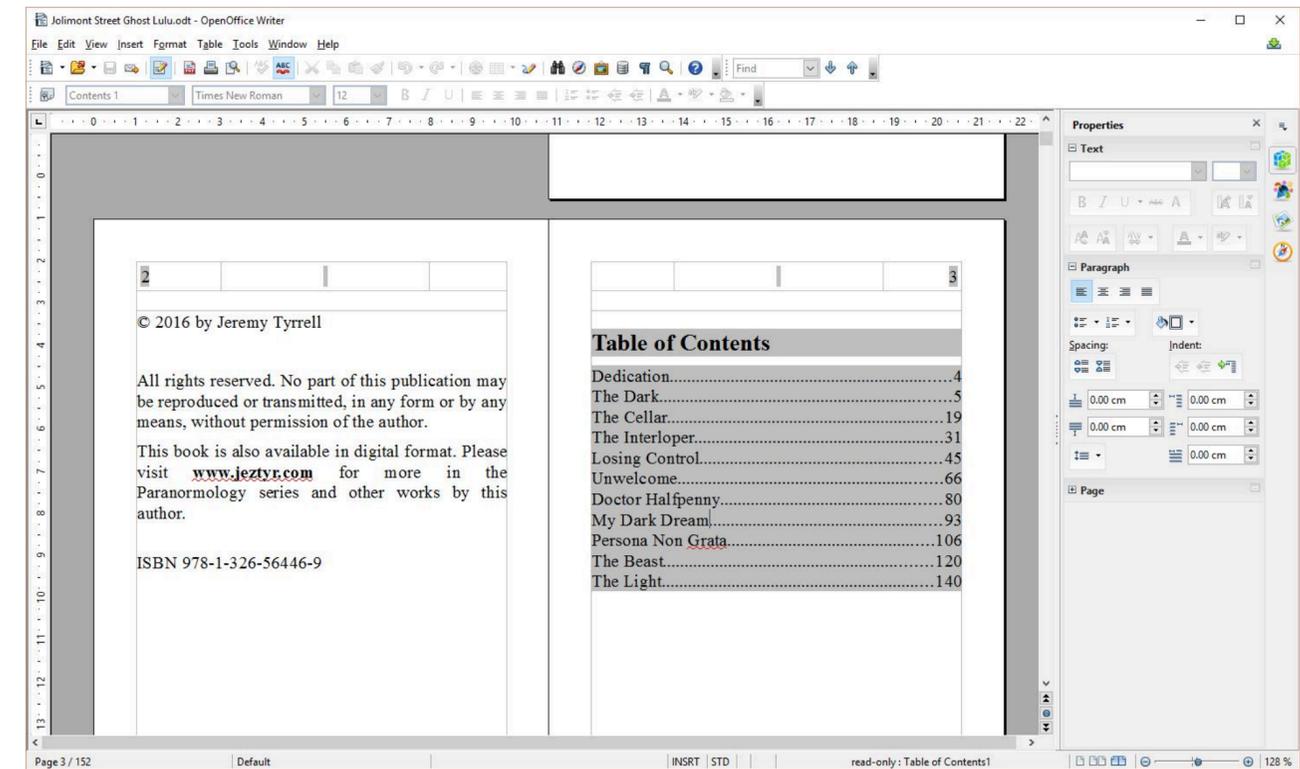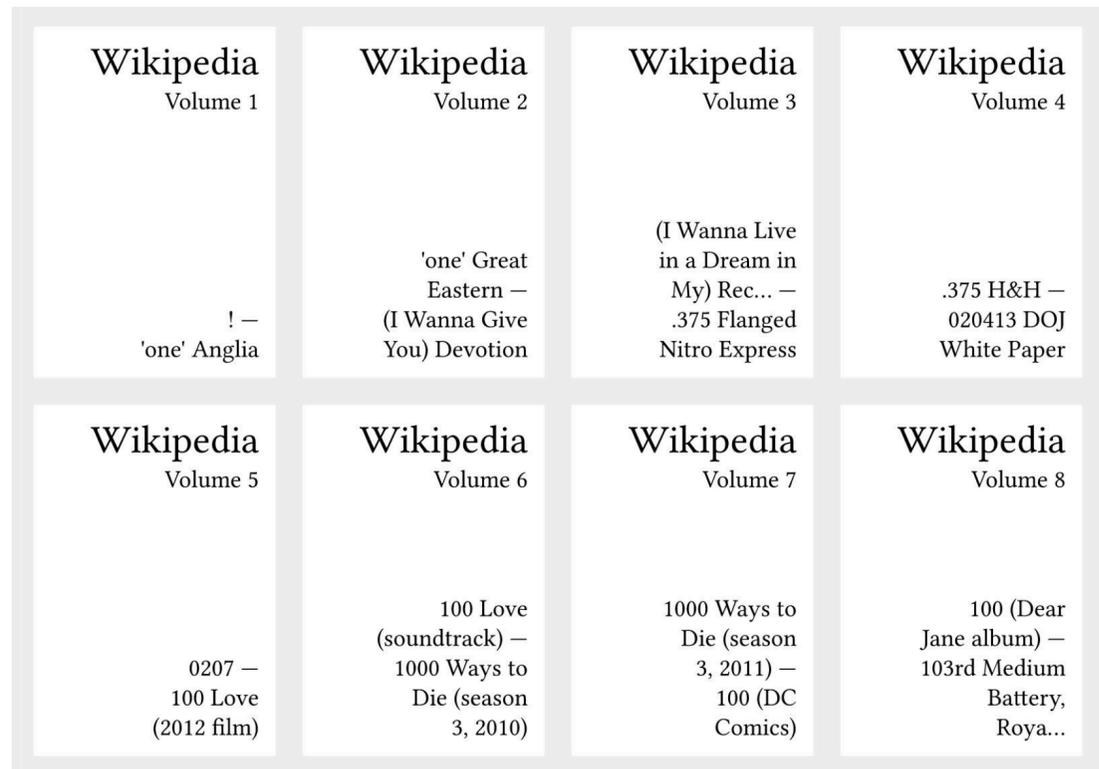## Using platforms in unintended ways

Print on Demand can work through platforms that were
never designed for automated publishing. Because
Lulu.com didn't provide a usable upload API, Mandiberg's
team created a browser–automation script that mimicked a
human user. This unconventional workaround exposed how
dependent publishing is on the limitations and rules of
digital platforms.

few days for the Java code to produce all the PDFs for upload. I uploaded the PDFs to Lulu.com with browser automation software written in Python with Selenium; Selenium is a package that mimics a human clicking on a web-page for quality assurance testing. The upload software loads the Lulu.com upload page, inputs the information required on each page, presses the submit button, and waits for the next page to load, and repeats the process on the next page. As it pastes text, clicks, waits, and clicks again it sets the book size and binding type, the volume's title (which changes for each volume), and the PDF files for the book. Each volume has its own ISBN, which the Lulu.com website generates at upload; the script takes a screenshot of the ISBN, adds it to the cover and the copyright page, and then uploads them. Once uploaded the website merges the copyright page with the PDF containing the rest of the book. Once each volume is uploaded, it tweets out an announcement at Twitter.

Print Wikipedia

Visualizing data through physical scale

Print on Demand turns intangible online text into physical volume. The thickness of the printed books reveals how much editing, debate, and collaboration has taken place in the social production process. Although the printed book is a frozen object, its scale makes the collective co-production behind it visible.
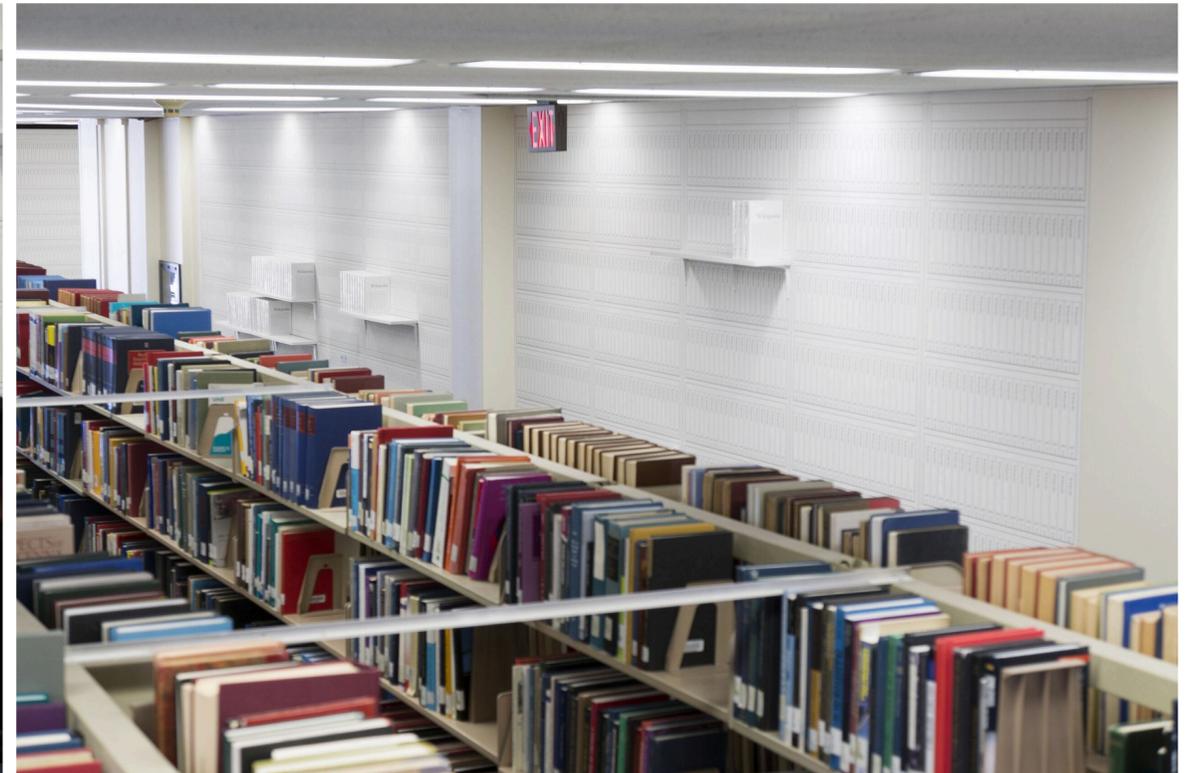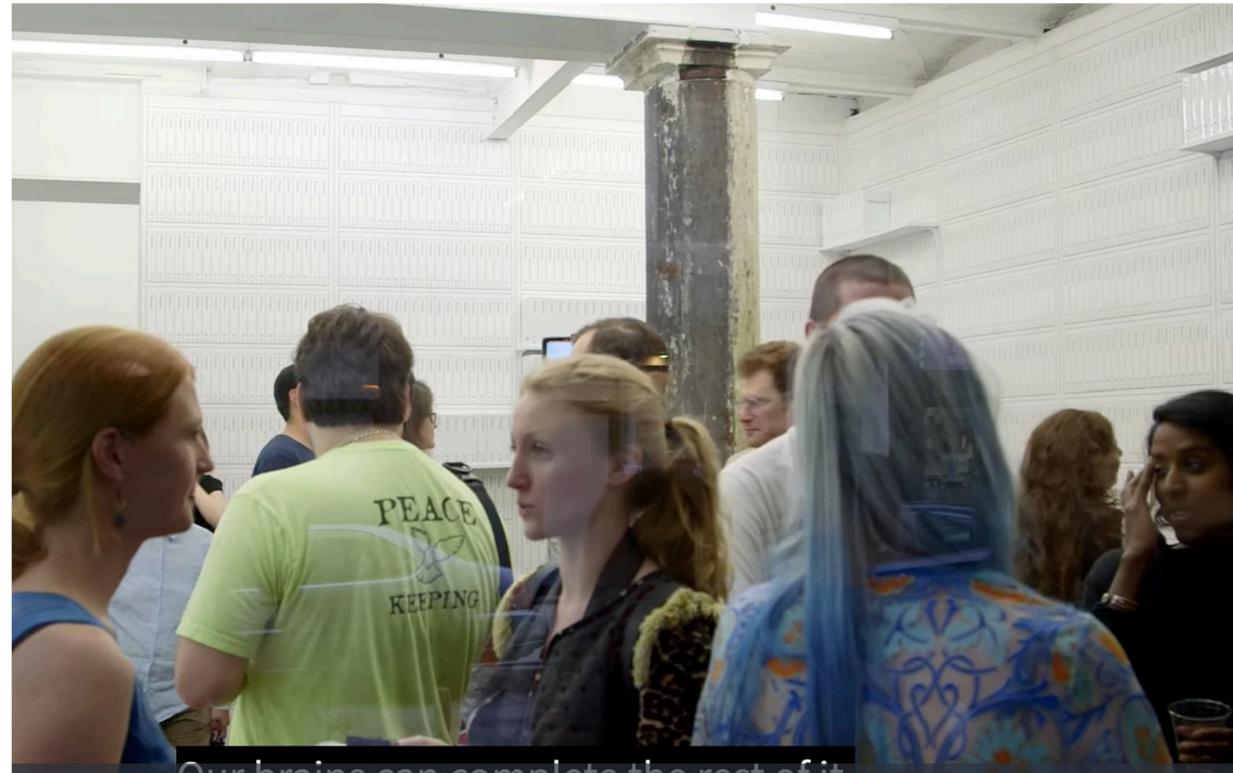
Print Wikipedia

POD reveals hidden infrastructures

Print on Demand exposes the invisible systems behind digital publishing. Automation failures, platform rules, upload limits, and system glitches become visible through the printing process. These constraints and errors reveal the infrastructure that normally stays hidden when we access information online.

Wikipedia	Wikipedia	Wikipedia	Wikipedia
Volume 1	Volume 2	Volume 3	Volume 4
		(I Wanna Live in a Dream in My) Rec... —	
! —	'one' Great Eastern — (I Wanna Give	.375 Flanged	.375 H&H — 020413 DOJ
'one' Anglia	You) Devotion	Nitro Express	White Paper

Wikipedia	Wikipedia	Wikipedia	Wikipedia
Volume 5	Volume 6	Volume 7	Volume 8
	100 Love (soundtrack) —	1000 Ways to Die (season	100 (Dear Jane album) —
0207 —	1000 Ways to	3, 2011) —	103rd Medium
100 Love	Die (season	100 (DC	Battery,
(2012 film)	3, 2010)	Comics)	Roya...

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This book is also available in digital format. Please visit **www.jeztyr.com** for more in the Paranormology series and other works by this author.

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POD as an artistic performance

The printing and uploading process itself becomes a performative
act. Continuous runtime, crashes, restarts, and human supervision
turn the production workflow into a time–based performance,
blending human labor with machine automation.