



**Without you,  
there is no  
Conversation.**

**How we share  
Monash  
University's  
expertise with  
the world**

**THE CONVERSATION**

Cost-effective national and international impact

# Monash University's reach via The Conversation

**11.1 million**

reads of 232 articles in the past year\*

**68%**

international readers

**23%**

audience growth compared to previous year

**50.1 million**

total reads (since March 2011)

**57%**

international readers

*\*Past year figures are for 1 June 2019 to 31 May 2020.*

## Monash University's global reach via The Conversation



## Cost-effective national and international impact



**Howard Manns**

Lecturer in Linguistics, Monash University

“

Australian universities promote impact and engagement, and there's no better way to do this than writing for *The Conversation*. *The Conversation* plays an essential role in connecting me and my research to the media and the wider community.

Writing for *The Conversation* gives me an active and public voice in the critical issues of the day. I have been able to use *The Conversation* to present public, empirically-informed arguments to support ongoing efforts for social inclusion, gender-equality and better workplace practices. *The Conversation* has also given me a time-sensitive platform for fighting misinformation in the news of the day.

The visibility of my work on *The Conversation* has led to local, national and international media spots. It has led to interviews with the BBC, *The New York Times* and regular radio spots on national radio, among many others. Based on things I've written, I have been contacted by academics from Monash and other institutions about potential collaborations. I have also been contacted by members of the public who have personal collections of language, dictionaries, etc., which might be useful to my research.

**The *Conversation* and its editors plays an invaluable, and arguably, almost irreplaceable role in the engagement portfolio of Monash academics. I'm extremely grateful for the work they do, and would find public-facing engagement to be much more difficult without them.**

”

# Membership Benefits

As a not-for-profit, The Conversation's goal is to collaborate with universities to make more knowledge free to read and republish. From industry and academic sites to global news outlets, more than 20,000 sites republish our articles. Your membership benefits include:

- Eligibility for researchers and academics to publish with The Conversation.
- Access to professional editorial service delivered by our team of 26 professional journalists.
- Final say by academic author before publication to ensure research is accurately presented.
- Access to a large and fast-growing global readership.
- Access to the expert callout sent daily to media teams.
- Access to 20,000 global republishers.
- A customisable widget enabling you to easily republish articles by your academics.
- Training for staff from TC's editorial team ranging from free one hour talk, to comprehensive masterclasses.
- Prominent branding and acknowledgement alongside other university partners.
- Detailed metrics and author dashboards providing detail on republishing, readership and social media interaction.
- Notification when one of your academics is published and/or commissioned by The Conversation.
- Qualitative feedback on other aspects of impact, such as increased citation for journal articles or influence on policy formation.
- Social media promotion of your articles to The Conversation's extensive following on Twitter, Facebook and Instagram and via The Conversation daily newsletter (129k subscribers).
- Free event and short course listings on The Conversation Events and Courses page.

# Access to The Conversation's large and rapidly-growing audience

The Conversation member universities reach an engaged, educated and rapidly growing audience.

Since our launch in March 2011, we've grown to become one of Australia's largest independent news and commentary sites. In March 2020, The Conversation audience was larger than the highest-ranked online news source in Australia\*.

*\*Nielsen Digital Content Ratings, February-March 2020*

## 8.5 million

unique readers on site for the AU/NZ edition in May 2020

## 17.5 million

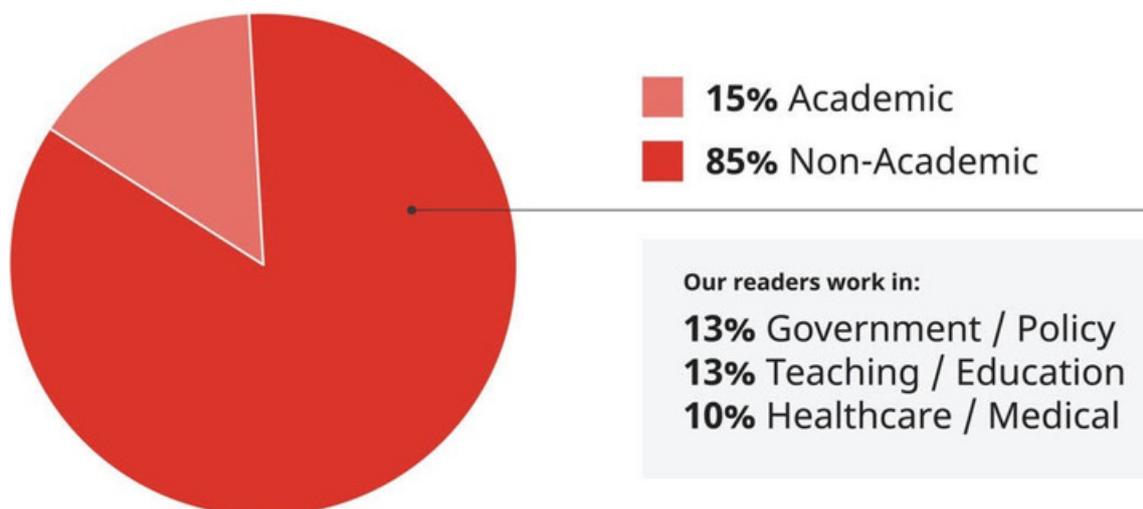
article views of AU/NZ commissioned articles in May 2020

## 17%

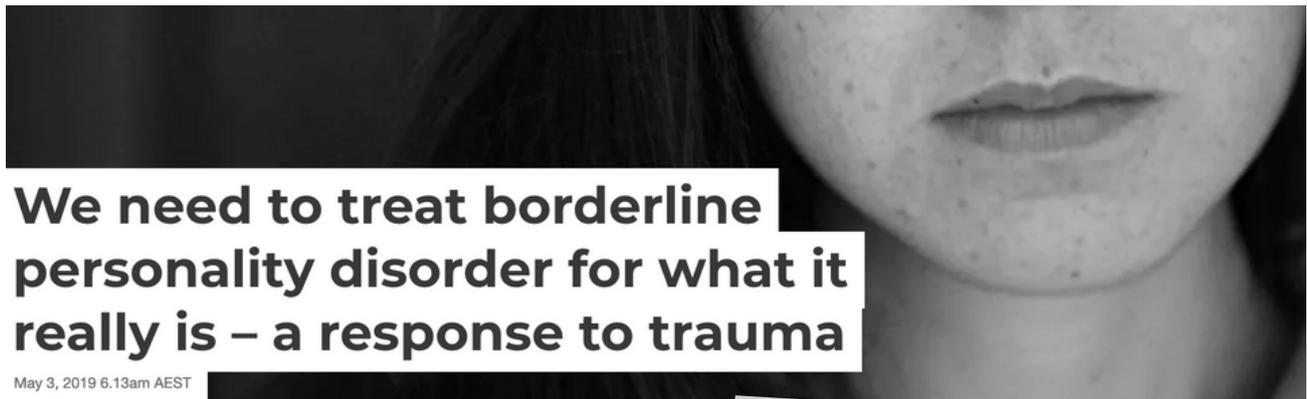
growth in The Conversation AU/NZ's readership (compared to May 2019)

## Who reads The Conversation?

The Conversation is different to other media, because we only publish stories by academics and researchers. But our audience is much more diverse than that. Our readers include time-poor policymakers looking for useful research (13%), teachers looking for credible but clearly written teaching resources (13%), students, people in the health sector, business, and beyond.

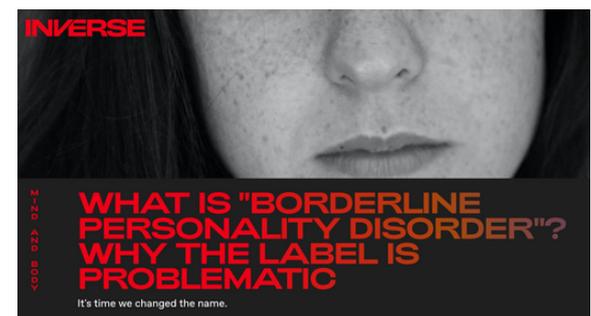


## Cost-effective national and international impact



Jayashri Kulkani and Patrick Walker, wrote Monash University's most-read article last year\*, with more than 387,964 article views in the last 12 months and 685k reads in total. The article was read and republished worldwide with 93% of readers outside Australia. Republishers include The Vision (Italy), Inverse (USA), SBS and Nurse Uncut.

*\*Past year figures are for 1 June 2019 to 31 May 2020*



## Impact and outcomes



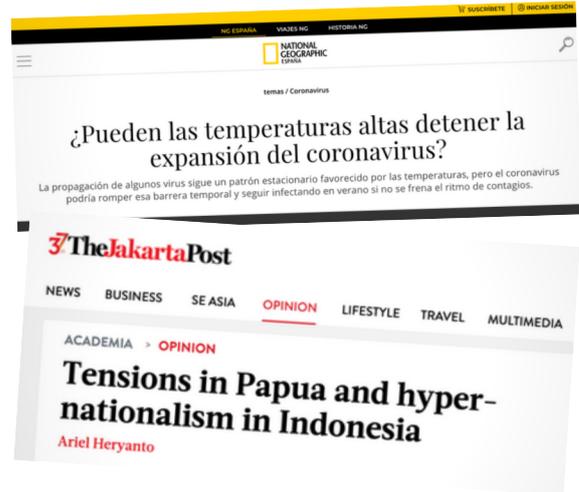
After publishing with The Conversation, 66% of Australian authors report being contacted by media for follow up, including interviews on TV, radio, online, print or elsewhere. Other ways that our authors have impact include being contacted by government (9%), invited to speak at conferences (22%), contacted for research collaboration (22%), or approached for business consultation (14%).

## Cost-effective national and international impact

# Rapid reach via global media

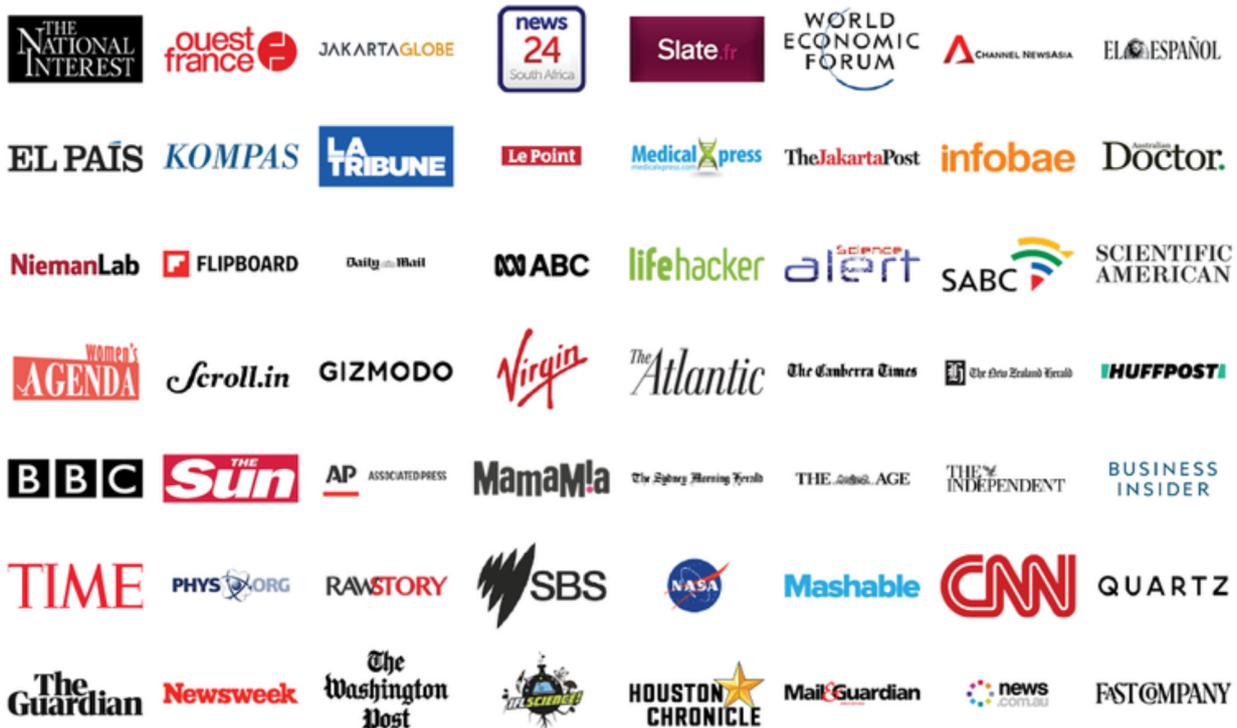
No other media partner in Australia can provide such rapid, strategic access to a global network of 20,000 republishers.

The Conversation articles have been translated into 28 languages and republished in 97 countries to date – from Algeria, Argentina and Azerbaijan, to Venezeula, Vietnam and Zambia.



Monash University's top republishers in the last 12 months include:

- ABC
- Science Alert
- Medical Xpress
- Quartz (USA/UK)
- Flipboard (USA)





The Conversation now has eight separate editions – in multiple languages – based in the US, Canada, UK, France, Spain, sub-Saharan Africa, Indonesia, and Australia & New Zealand. The map shows where we have editors around the world.

Over the last year, articles by Monash academics and researchers were translated by The Conversation into French, Spanish and Indonesian.

68% of readers of Monash articles were international with the top four countries of origin the United States, United Kingdom, France and Canada.

# 30.5 million

unique readers on site to  
The Conversation globally, May 2020

# 69.9 million

article views via republication for The  
Conversation globally, May 2020

**Curious Kids: mengapa orang-orang di negara lain berbicara bahasa yang berbeda?**

March 18, 2020 7:13pm AEST

**Les médias sociaux nuisent-ils aux enfants, aux ados ? Les réponses de cinq experts**

November 29, 2019 6:24am AEST

**Hace 40 años, los científicos predijeron el cambio climático y tenían razón**

August 7, 2019 6:48am AEST

**Larangan membawa ponsel ke sekolah itu bermanfaat atau berisiko bagi siswa? Pelajaran dari beberapa negara**

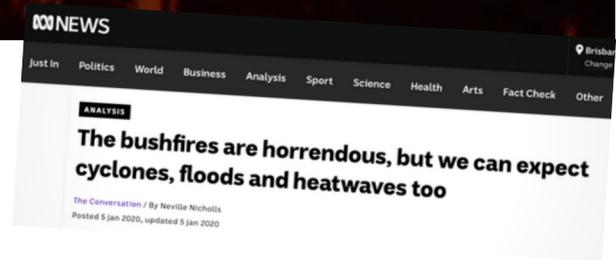
July 20, 2019 11:04am AEST

## Cost-effective national and international impact



Neville Nicholls, Emeritus Professor, has published 16 articles about climate change with The Conversation. His articles have been read and republished worldwide. Republishers include ABC, The Conversation (Spain), World Economic Forum, Cadena SER (Spain), CIPER (Chile) and Stuff.co.nz.

Professor Nicholls' most recent article about extreme weather has reached 248k readers nationally (37%) and internationally (63%).



"The Conversation editors have always helped me a great deal in writing my articles. Consequently, my opinion pieces published on The Conversation have been much better than if I had been left to do it all myself. I'm sure that, as a result, they have had greater impact.

My January article on extreme weather led to an invitation from The Guardian to expand on the article. In turn, this led to the BBC contacting me."

– Professor Neville Nicholls

# Member-only data analytics

Through The Conversation's transparent, unrivalled data-sharing, you and your authors can track the reach of every Conversation article.

[Dashboards /](#)

Monash University



- Summary
- Articles
- Authors
- Publishers
- Global
- Compare

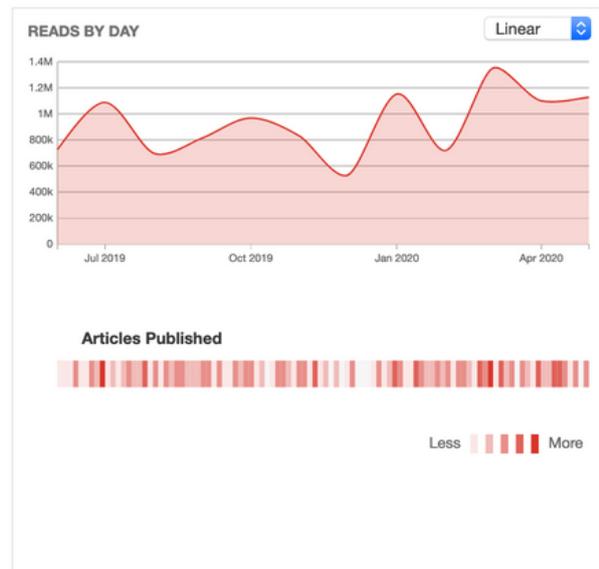
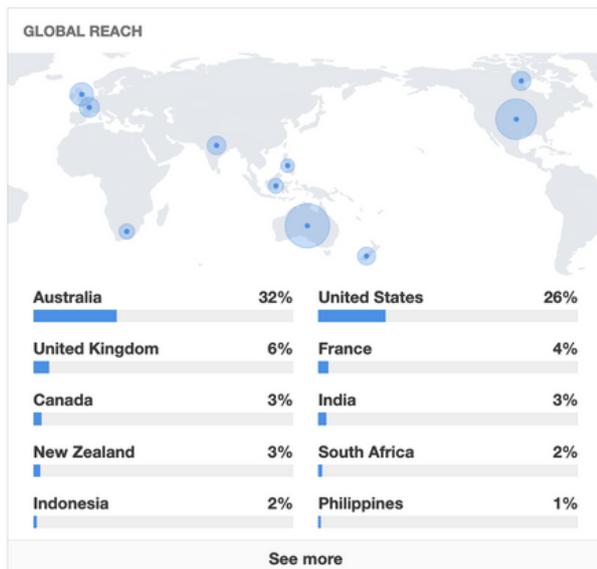
1 June 2019 – 31 May 2020

**11,108,904**  
Reads

**232**  
Articles

by **190**  
Authors

**9,507**  
Comments



**Neville Nicholls**  
Professor emeritus, School of Earth, Atmosphere and Environment, Monash University

See institution analytics

#### In Progress

You're not working on any articles

[Pitch an Article Idea](#)

#### FAQs

- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.

#### Published (16)

**ANALYSIS** January 5, 2020

**The bushfires are horrendous, but expect cyclones, floods and heatwaves too**

248,181 12 [Twitter](#) [Facebook](#) [LinkedIn](#)

**ANALYSIS** August 7, 2019

**Hace 40 años, los científicos predijeron el cambio climático y tenían razón**

18,725 0 [Twitter](#) [Facebook](#) [LinkedIn](#)

**ANALYSIS** July 23, 2019

**40 years ago, scientists predicted climate change. And hey, they were right**

163,769 0 [Twitter](#) [Facebook](#) [LinkedIn](#)

**ANALYSIS** February 4, 2016

**CSIRO is poised to clock**

#### Reach

Country / Territory

- Australia
- United States
- Unknown
- New Zealand
- other

## Monash University's top 20 most-read Conversation authors of the past year

1		Allen Cheng	717,075	11		Christine Grové	193,888
2		Jayashri Kulkarni	549,173	12		Mark Crosby	189,466
3		Neville Nicholls	473,905	13		Cylie Williams	178,331
4		Michael J. I. Brown	465,950	14		Karin Hammarberg	175,940
5		Patrick Walker	387,964	15		Justin W. Adams	169,044
6		Barbora de Courten	306,295	16		Michelle Smith	162,237
7		Kate Burridge	233,944	17		Luca Fiorenza	155,197
8		Neil Selwyn	221,322	18		Philip Russo	153,823
9		Mahdokht Shaibani	214,914	19		David Zyngier	151,666
10		Howard Manns	206,949	20		Paul Komesaroff	150,714

“

We are different from other news organisations. We only work with experts, taking their knowledge to a large global readership. We do this as a charity, 100% independent and without advertising or paywalls.

**There is no Conversation without our University Partners**

For any more information about member benefits, or live readership metrics, please contact:

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[theconversation.com](http://theconversation.com)