

THE CONVERSATION

Share knowledge. Inform decisions.

Celebrating 5 years of news by NZ experts.

50.1 million

unique views of 1,305 NZ-authored articles in the past 5 years

194 nations

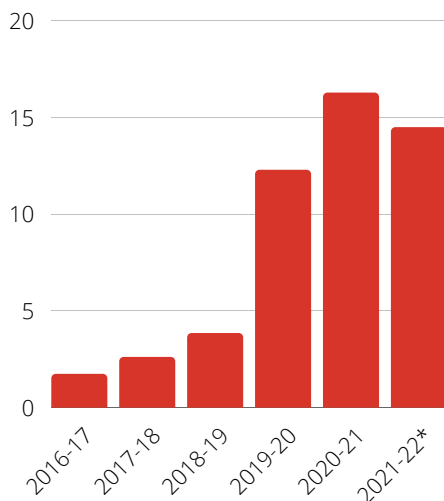
where our NZ articles have been read

275%

audience growth in the past 3 years

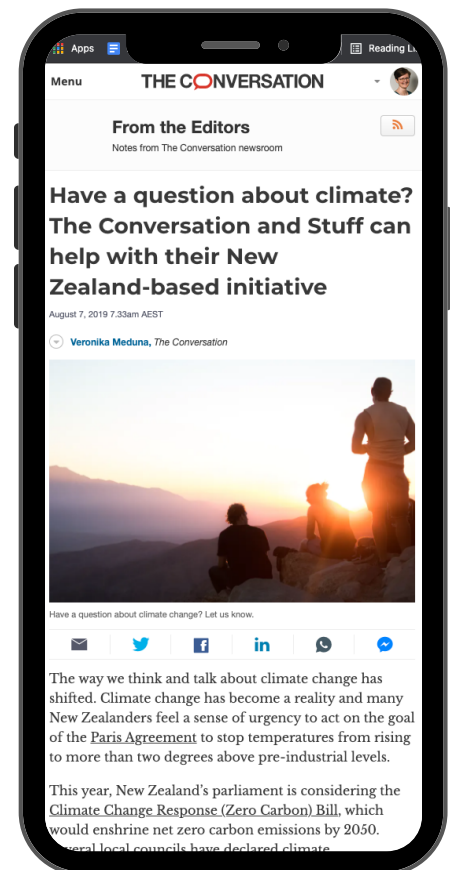


Readership for NZ authors' Conversation articles



Unique article views per financial year.

*2021-22 is only to June 17 2022.



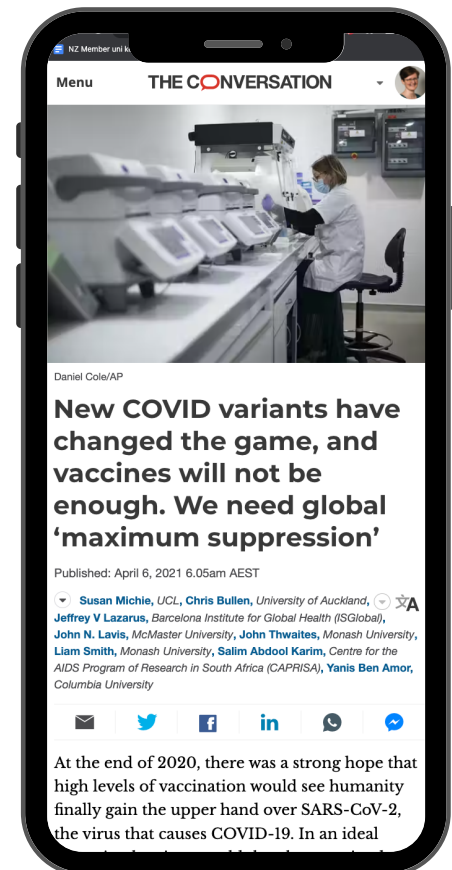
Knowledge should be free for all. At The Conversation, it is.

The Conversation is a not-for-profit publisher, driven by a simple goal: to share knowledge and inform decisions.

The way we work is unique. We pair professional editors with academics to write evidence-based articles in plain English – which are all free to read.

News by experts. 100% editorially independent. No paywalls or advertising.

All of our articles are free for other media to republish under Creative Commons. Hundreds of news outlets do every day – from Stuff, the Herald and RNZ, to The Washington Post, Scientific American, the BBC, Al Jazeera and more – making it an influential source of expert-led journalism.



Stuff

"Across a broad range of topics — from politics to COVID-19 — articles from The Conversation have become a regular and valuable part of Stuff's news diet. They earn their place on our homepage and in our newspapers with smart writing, sharp headlines, and a savvy connection to the news cycle."
– Stuff Editor in Chief Patrick Crewdson

How Michael Baker's work with The Conversation crystallised his call for COVID elimination.



Michael Baker

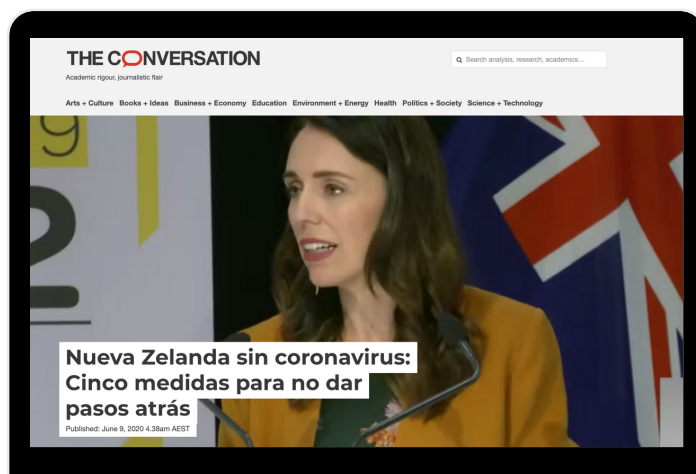
Professor of Public Health,
University of Otago

When Professor Michael Baker won the 2021 Prime Minister's Science Communication Prize, he highlighted his work with The Conversation – with one article alone having 1 million views. "That's unheard of for most science outputs."

"During the critical days leading up to the lockdown, I will never forget how writing a story for The Conversation helped me crystallise my main message into a call for New Zealand to have a 'short pulse' (a few weeks) of intense social distancing' to contain the pandemic.

"That thinking helped me develop the elimination strategy subsequently adopted by the NZ government.

"I am a huge fan of The Conversation, and it has been great having NZ-based editors. It is hard to believe that five years have passed so quickly."



Professor Baker's 17 Conversation articles have had more than 2 million unique views. They've been republished by the NZ Herald, Stuff and media worldwide, in several languages, and shared on social media by Fiji's Prime Minister and the NZ PM's Chief Science Advisor.

From Aotearoa New Zealand to the world.

The global reach of The Conversation's NZ stories

846

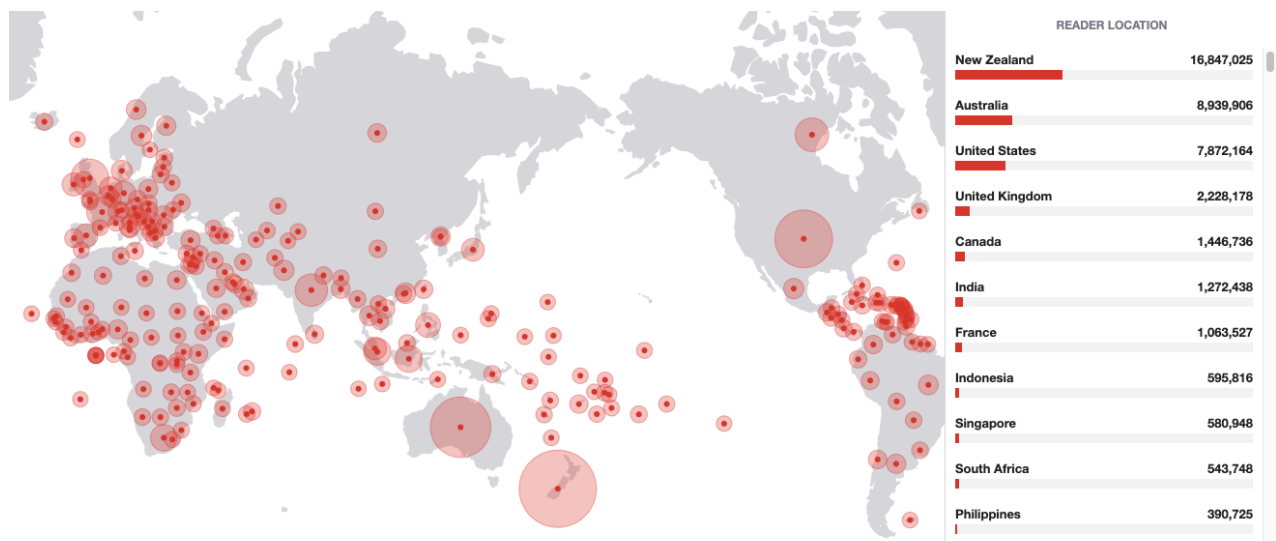
NZ authors published in
The Conversation

1,305

articles (since May 2017)

50.1M

total reads
(since May 2017)

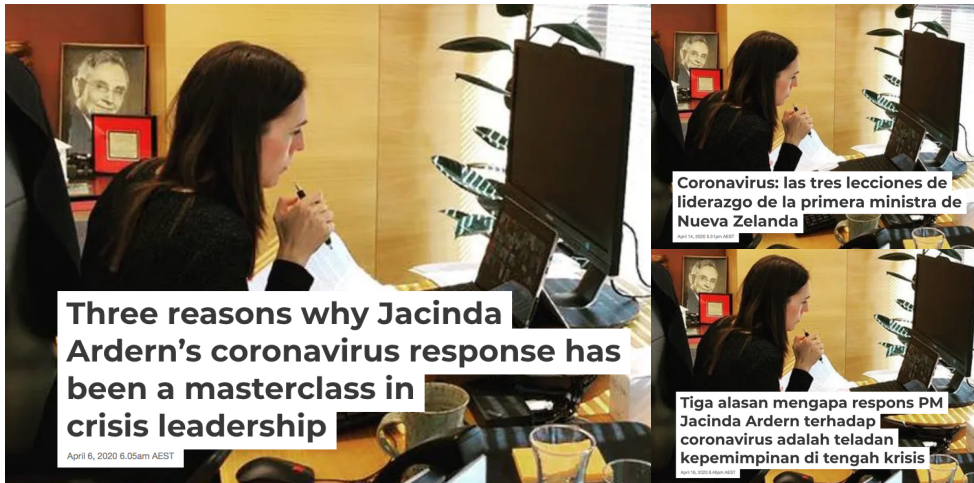


The 5 most-read stories of the past 5 years

Author, Institution	Article	Reads*
Suze Wilson, Massey University	Three reasons why Jacinda Ardern's coronavirus response was a masterclass in crisis leadership	1,728,171
Toby Mündel, Massey University, and others	Do I have to drink 8 glasses of water per day? We asked 5 experts	1,404,536
Chris Bullen, University of Auckland, and others	New COVID variants have changed the game, and vaccines will not be enough. We need global 'maximum suppression'	1,234,094
Shane Cronin, University of Auckland	Why the volcanic eruption in Tonga was so violent, and what to expect next	1,050,208
Michael Baker, Amanda Kvalsvig, Nick Wilson, University of Otago	100 days without COVID-19: how New Zealand got rid of a virus that keeps spreading across the world	981,268

*Reads 01/05/2017–17/06/2022 – including translations by The Conversation France, Indonesia & Spain.

Our most-read story – and its global impact.



This April 2020 article was republished by dozens of media outlets – including translations by The Conversation Spain and Indonesia.

This article's hit 1.7 million views – and still rising.

"My Conversation articles have sparked dozens of contacts with people in at least 10 countries, from Norway to Indonesia.

"They've also led to new industry, academic and public engagements, including:











- global media interviews, such as Time, China Global TV and the BBC
- speaking invitations to universities, conferences and industry associations in Canada, Norway, Australia and NZ
- inclusion in a book in Ireland
- global citations, such as in the Scottish government's COVID-19 Advisory Group evidence papers
- being asked to write for a special issue of the Leadership journal.



Dr Suze Wilson
Massey University

"The Conversation has reach and impact in a way that most academic publications simply don't."

Meet NZ's most-read authors of the past 5 years.

1		Alexander Gillespie
2		Suze Wilson
3		Michael Baker
4		Nick Wilson
5		Shane Cronin
6		Richard Shaw
7		Toby Mündel
8		Michael Plank
9		Shaun Hendy
10		Amanda Kvalsvig

"I write for The Conversation because I value its independence, integrity, and the professional support from its editors.

"Our job as scholars is to share information with the public – and there are no paywalls to stop that.

"Key NZ and overseas news outlets value The Conversation, so they republish my articles, while others such as *The New York Times*, BBC and *Der Spiegel* have then contacted me for interviews."

Professor Alexander Gillespie

University of Waikato





The Conversation launched in Aotearoa New Zealand in June 2017, and now has three editors in Auckland and Wellington.

21.3M

monthly unique on-site visitors for all editions of The Conversation, May 2022

We have eight regional editions worldwide – in multiple languages – in Africa, Australia & New Zealand, Canada, Indonesia, France, Spain, the UK and the US. The map shows where our editors are located.

60.3M

total unique monthly views of global Conversation articles, including republications, May 2022

The Conversation Australia & New Zealand alone has a monthly audience of 7.3 million unique readers on site, and 18.6 million total article views on site and via republication (as of May 2022).

Thank you to our members, expert authors and readers over the past five years.

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theconversation.com/nz

The Conversation

PO Box 5290, Waterloo Quay, Wellington 6140