

THE **C**ONVERSATION

Share knowledge. Inform decisions.

2026

**IMPACT
REPORT**

Jan - Mar

Turning Knowledge Into Impact

Once upon a time (in the good old days), attention-seeking was frowned upon. Now it's the biggest game in town. The author Anne Manne wrote a book about this transformation a few years ago with the catchy title, "The Life of I". In it, she described a new narcissistic character-type, fuelled by a cult of the self and the pursuit of wealth. The gormless "influencers" of the manosphere epitomize this trend.

The problem of attention-seeking is much bigger than toxic masculinity though. Much of the online world is a narcissism parade. On Instagram, on Facebook, on TikTok, the subtext of every post is essentially the same thing: "Look at me! Look at me! Look at me!" Clicks are the currency of an attention race, clicks won at any cost.

At The Conversation we have a different agenda. Our aim is to contribute to the quality of public discourse by working with academics to share their knowledge and inform the public. You hear so much blather from attention-seekers who don't care about facts or evidence or the application of hard-won knowledge. What if you had access to the insights of those who do?

Our team of journalists help academics engage with the public so we can all benefit. This report documents how we ensure that experts are heard above the din.

And attention is just the first step. Impact is the story of how attention can be turned into a positive contribution to society. Read on to find examples of academics talking to parliamentarians and helping to shape public policy. Or health experts working with The Conversation to ensure they are heard by the people who make decisions.

I hope that like me you see this report as a refreshing reminder that attention-seeking isn't an end in itself, but it can be harnessed to serve the greater good. Who you pay attention to matters, and for me selfless academics who write for The Conversation beat the noisy narcissists every time.



Misha Ketchell
Editor, The Conversation

Outputs & outcomes

January to March 2026
The Conversation Australia and New Zealand

14,654,587
average monthly pageviews

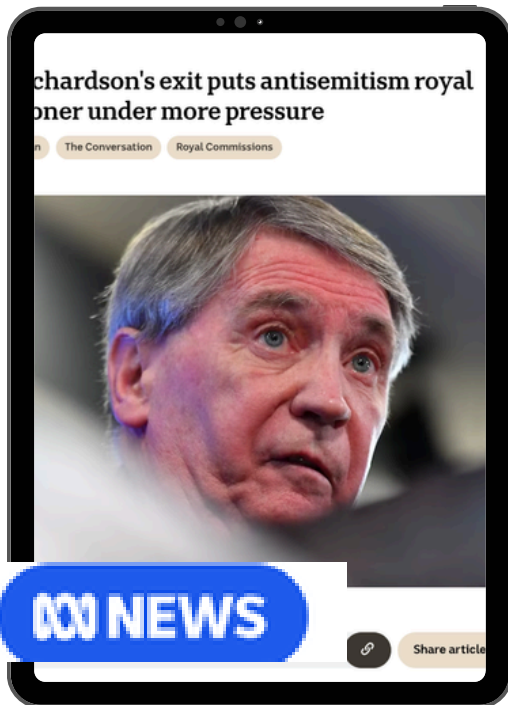
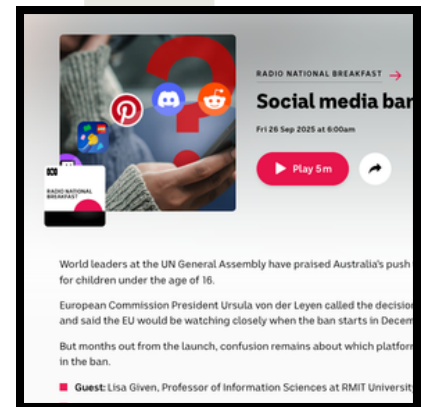
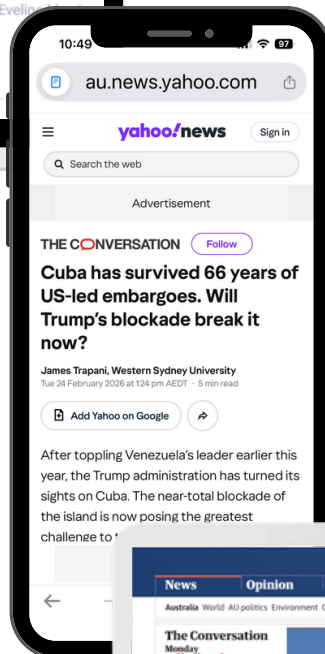
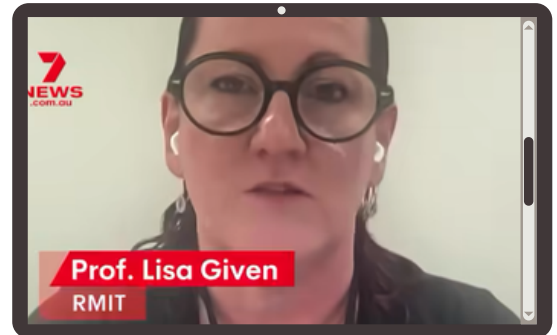
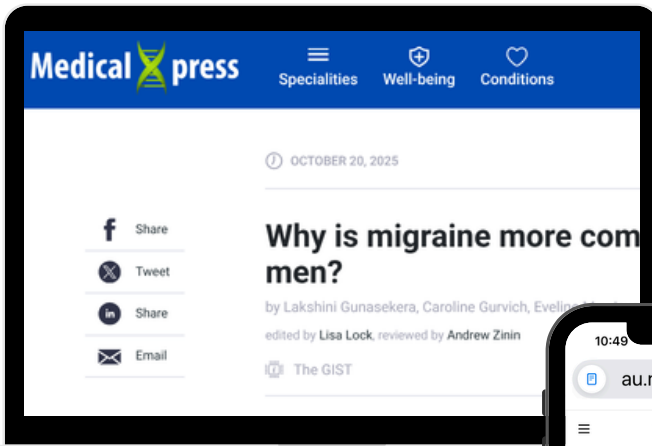
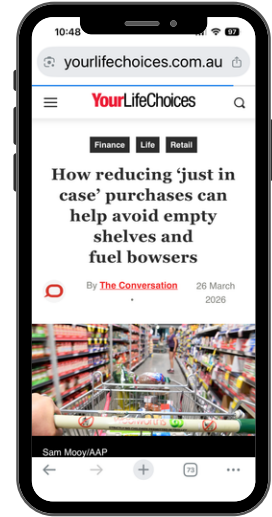
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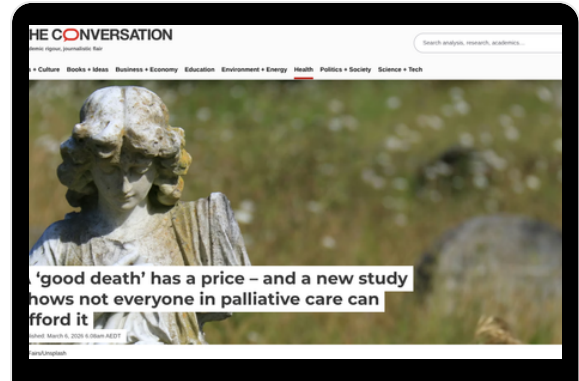


A selection of republished articles and interviews from the last quarter.

Shaping policy and public debate

Research meets policy on end-of-life care.

After publishing A 'good death' has a price – and a new study shows not everyone in palliative care can afford it, Henrietta Byrne from the University of Sydney was invited to meet and discuss her research with representatives from the Department of Aged Care.



Corruption research shared in parliament.

Following the publication of his analysis in NZ is slowly slipping on the global corruption index. Is it time for an anti-corruption agency? Auckland University of Technology's Matevz Raskovic was invited to join the Forum for Democracy and speak at New Zealand's parliament by Duncan Webb MP.

Informing political discourse on copyright legislation.

During a debate on the Copyright Amendment Bill, Michael McCormack MP referenced 3 articles by The Conversation's authors Alice Grundy (ANU), Wellett Potter (University of New England) and Agata Mrva-Montoya (University of Sydney) in the context that they raised key questions about AI-generated content, copyright ownership, and whether major legal settlements will fairly benefit authors.

He also added that he recommends people read The Conversation - a trusted source of information.



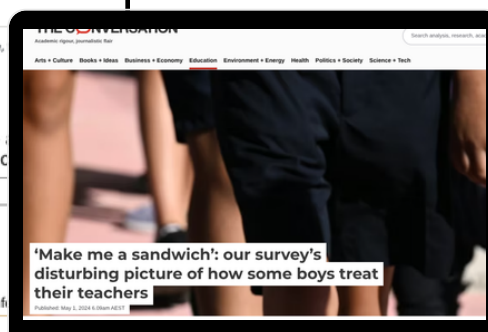
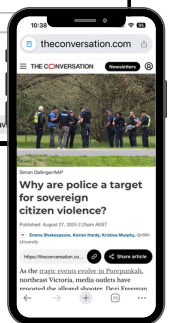
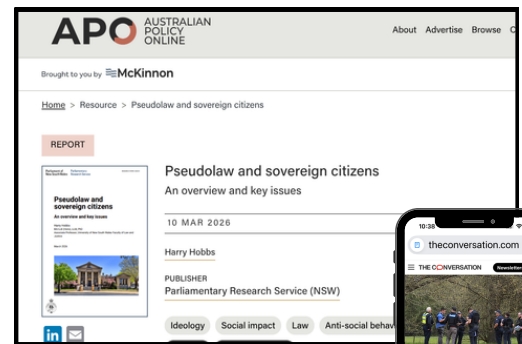
From publication to policymakers

Our research is embedded in reports from leading research and government bodies, shaping national debates on climate, education, extremism and justice.

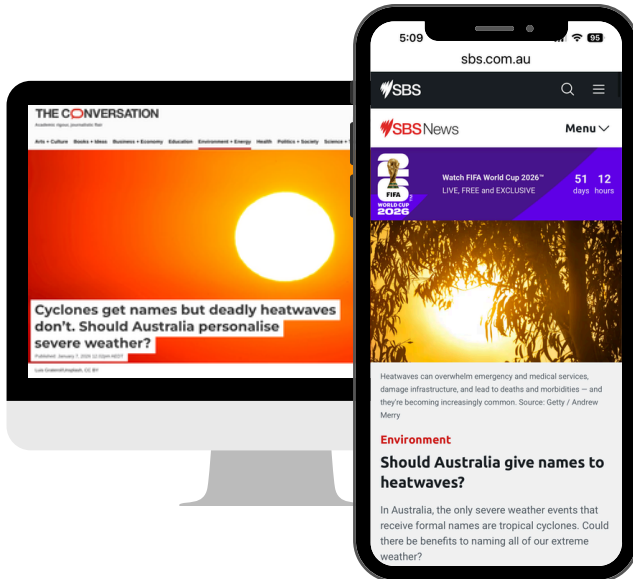
Australian Policy Online (APO) is a leading, open-access digital library of public policy research widely used across government and the policy sector. You'll regularly find our experts' research featured in reports listed on APO, ensuring it directly informs the evidence base behind major policy reports.

Recent examples where The Conversation's articles have informed policy reports include:

- Bushfire research by CSIRO underpinned a report countering climate misinformation
- Indigenous education research from The University of Queensland shaped workforce policy frameworks
- University of Adelaide's Samatha Schulz's examination of classroom misogyny informed national guidance on the "manosphere"
- Extremism research from Griffith University experts contributed to the analysis of sovereign citizen movements
- Amanda Porter's (UTS) Deaths in custody research informed justice system reform discussions.



Supporting better climate discussions



Heatwave research reaches media and MPs.

UNSW's Samuel Cornell article on Cyclones get names but deadly heatwaves don't, Should Australia personalise severe weather was republished by SBS News and covered by the ABC and Sky News. The author was also invited to meet with Monique Ryan MP to discuss his research.

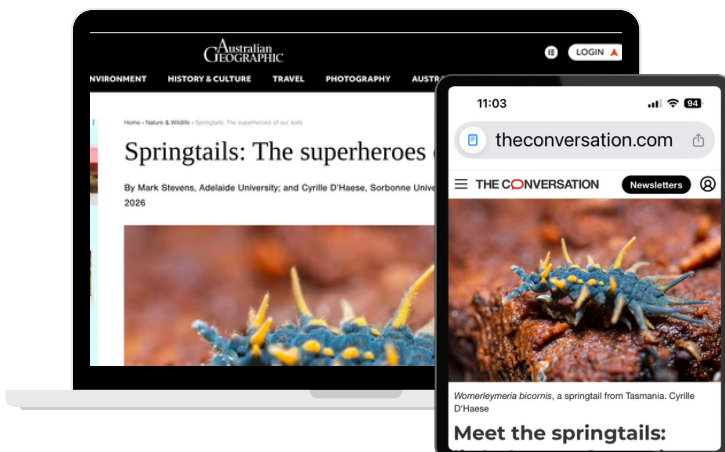
Evidence shaping marine protection in Western Australia.

The University of Western Australia's Tim Langlois was invited to join the WA Minister of Fisheries advisory board, with follow-up research commissioned from the WA Department of Biodiversity and Conservation. This after sharing his findings in The Conversation article Plummeting fish numbers triggered controversial fishing bans in WA. But no-take zones could benefit fishers.



Increasing biodiversity awareness and promoting conservation.

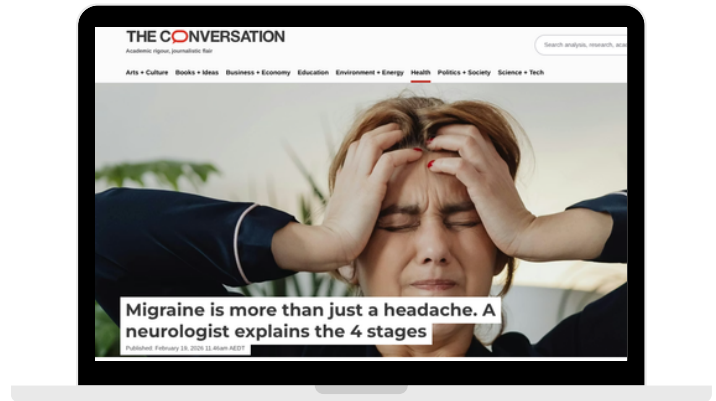
Mark Stevens from Adelaide University and Cyrille D'Haese from Sorbonne University's article Meet the springtails: little known fantastic beasts that live everywhere on Earth was featured on ABC Radio National's Late Night Live, republished by Australian Geographic, and promoted by the South Australian Museum.



Providing trusted health information for public to policymakers

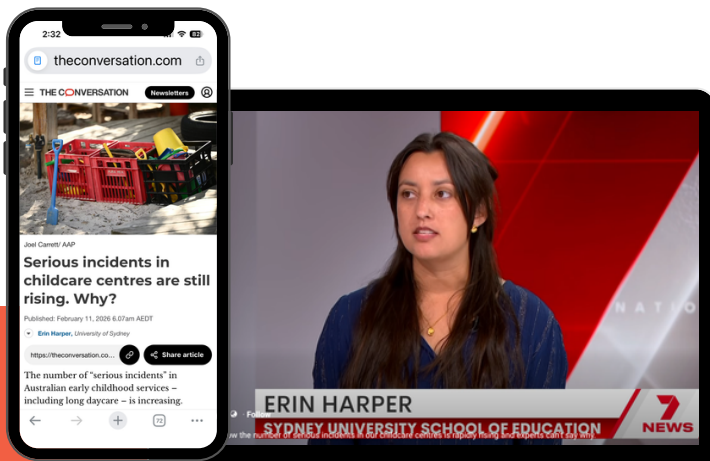
Putting women's health in the spotlight.

After publishing her article, [Migraine is more than just a headache](#), PhD candidate Lakshini Gunasekera (Monash University) was invited by the **Victorian Government** to speak at their International Women's Day 2026 event, helping to inform public discourse on migraines in women. Her research also led to a **Channel 9 News** interview request, republication by **ABC News** and an invitation to publish in **Science Illustrated**.



Informing better conversations about childcare safety.

The University of Sydney's Erin Harper shed light on the Productivity Commission's findings in her article [Serious incidents in childcare centres are still rising. Why?](#) Following publication, Erin was interviewed by **Sky News**, **Seven News** and several radio programs, including **2BS Bathurst**, **ABC Illawarra** and **ABC Perth**. **Guardian Childcare** drew on Erin's research in their submission to the **Federal Parliament's report *Quality and safety of Australia's early childhood education and care system***.



Injecting evidence into the national conversation on cannabis.

As part of a series examining [Medicinal Cannabis](#), Christine Mary Hallinan (University of Sydney) wrote [Medicinal cannabis has gone mainstream. But Australia's struggling to cope](#). The article resulted in interviews with consumer advocacy group **CHOICE**, republication in the **Australian Medical Association's** medical journal and engagement with the **Department of Transport**. Several **clinicians** also reached out to Christine to discuss her research further.



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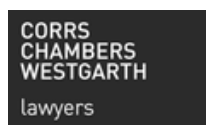
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