

# THE CONVERSATION

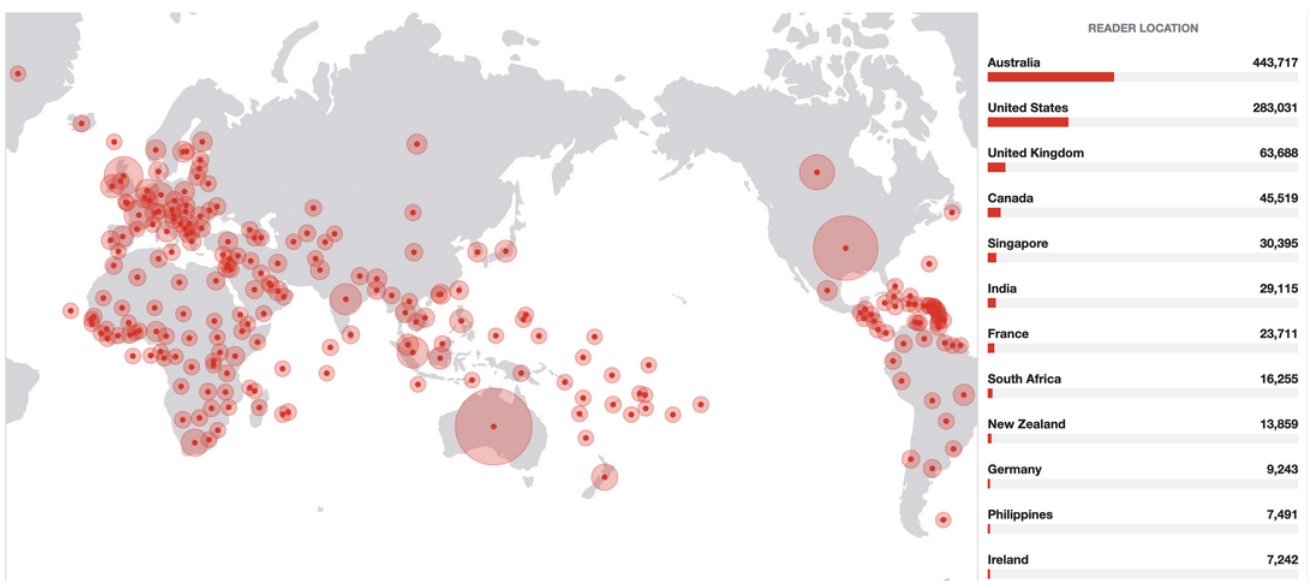
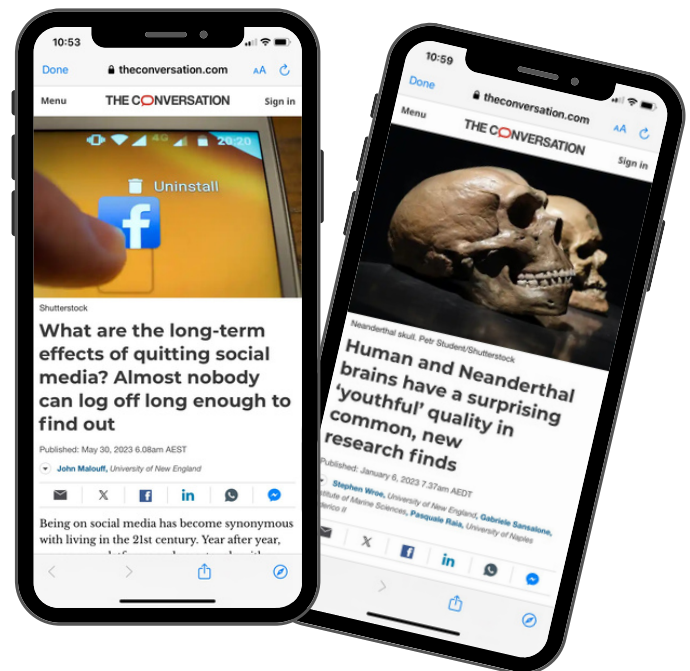
Share knowledge. Inform decisions.

## University of New England's global reach



Your highlights in 2023 include:

- UNE articles reached 1,191,246 pageviews.
- 34 articles published by 32 academics.
- 59% of pageviews of articles were from countries outside Australia.
- The most-read UNE article, written by John Malouff, had 73,974 pageviews.



# Readers' choice

The most-read articles by your academics published in 2023



Date	Author	Article	Pageviews
29 May 2023	John Malouff	What are the long-term effects of quitting social media? Almost nobody can log off long enough to find out	73,974
5 January 2023	Stephen Wroe, Gabriele Sansalone, Pasquale Raia	Human and Neanderthal brains have a surprising 'youthful' quality in common, new research finds	57,675
4 April 2023	Sue Watt, Stefania Paolini, Tadgh McMahon	More than 650 refugees arrived in this regional town. Locals' welcoming attitudes flipped the stereotype	56,689
12 January 2023	Sarah Wayland	What Prince Harry's memoir Spare tells us about 'complicated grief' and the long-term impact of losing a mother so young	45,347
9 November 2023	Michael Westaway, Alison Crowther, Nathan Wright, Robert Henry, Rodney Carter	Farmers or foragers? Pre-colonial Aboriginal food production was hardly that simple	38,873
13 March 2023	John Kendall Hawkins, Sandy Boucher	Futurists predict a point where humans and machines become one. But will we see it coming?	33,006
11 September 2023	Marg Rogers, Cassy Dittman, Govind Krishnamoorthy	'It's not fair!' Kids grumble and complain for a reason, here's how to handle it	31,737
25 April 2023	Wellett Potter	If ChatGPT wrote it, who owns the copyright? It depends on where you live, but in Australia it's complicated	31,419
29 June 2023	Sally Larsen	Our research shows Australian students who are behind in primary school can catch up by high school	26,513

# Access to our large, diverse audience

Free to read  
Free to republish

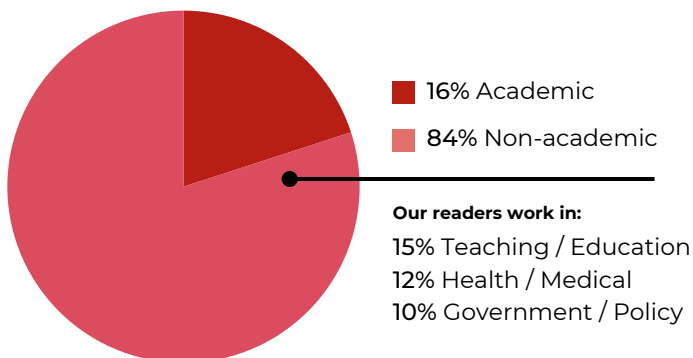


The Conversation provides a platform where experts around the world can share knowledge, discuss problems and identify sustainable solutions.

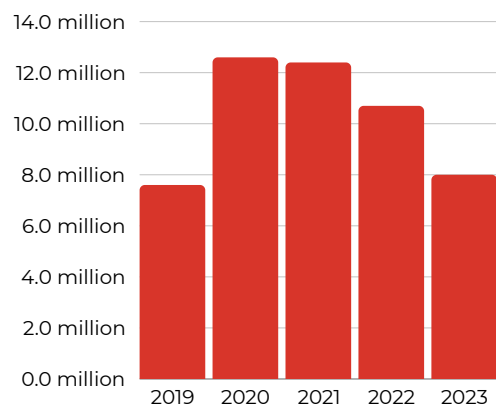
We amplify our evidence-based content to national and international policy-makers, industry, not-for-profits and the general public by publishing under Creative Commons. This means that all our articles are free for other media to republish.



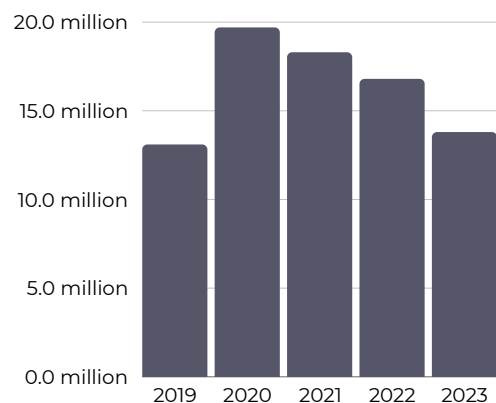
The top republishers of UNE articles in 2023 were Phys.org (UK), NewsBreak (US), Le Point (France), Scroll (India) & Zoomer (Canada).



## Australian and New Zealand articles attracted an average of 9 million on-site pageviews per month in 2023



## Adding in republishers, our articles averaged 13.9 million pageviews per month in 2023



# Real-world impacts for your authors

The Conversation is a tool for change – as a conversation starter, an attitude changer and an advocacy tool. We produce quality journalism written by academics so that our community can be better informed and people can make better decisions in their lives. We think the calm presentation of the best evidence and research improves social cohesion and enhances our sense of community.

More than 23,147 academics have published articles on The Conversation Australia/New Zealand. After publishing with us, 85% experienced a positive impact.

Our authors are contacted by politicians, bureaucrats and industry specialists, and invited to participate in roundtable discussions, review policy recommendations, and collaborate on research projects. They see increased citations for scholarly articles and are invited to share their research at conferences. And they are contacted by media for follow-up, including interviews on TV, radio, online, print or elsewhere.

(Source: Reader & Author Survey 2023)

“

I am very pleased with my experiences writing for The Conversation.

I have been offered excellent topics, and I have received editorial suggestions that led to more interesting articles. I feel proud about the number of views my two articles this past year received – over 100,000.

I want my ideas to reach as many people as possible, and The Conversation has helped me achieve that goal.

## John Malouff

Associate Professor, School of Behavioural, Cognitive and Social Sciences, University of New England





# Global media project

Nine editions around the world

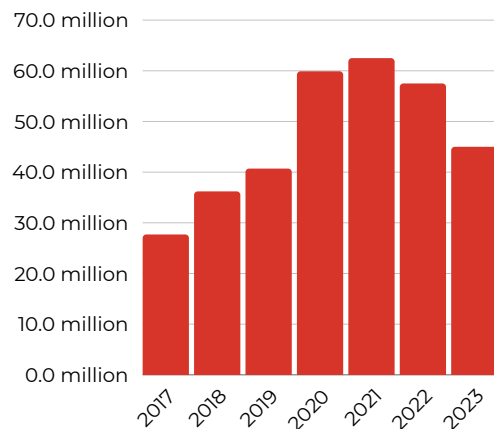
The Conversation now has nine separate editions – in multiple languages – based in the US, Canada, UK, France, Spain, sub-Saharan Africa, Indonesia, Brasil, and Australia & New Zealand, reaching an average of 45 million pageviews per month via republication.

Our international editions often translate and republish Australian content so your academics reach an even larger international audience.

Our team works with our international colleagues to ensure articles reach large influential audiences through global publishers like IFLScience, CNN, El País and Channel News Asia.

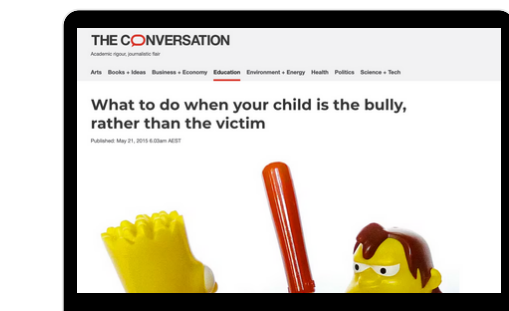
The Conversation articles have been translated into 39 languages and republished in 97 countries to date – from Algeria, Argentina and Azerbaijan, to Venezuela, Vietnam and Zambia.

45 million pageviews per month, on average



Average monthly pageviews through republication

Joanna Anderson's article about bullying was translated and republished by The Conversation Indonesia, where it attracted an additional 1,052 pageviews.



13,051 pageviews



+1,052 pageviews



# Membership benefits

Cost-effective national and international reach

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 34 professional journalists.
- Final say by academic author before publication to ensure research is accurately presented.
- Access to a large 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 The Conversation'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 and readership.
- 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.
- Promotion of your articles to print and broadcast media via our daily Morning Story Brief email.
- Social media promotion of your articles to The Conversation's extensive following on Twitter, Facebook and Instagram and via The Conversation daily newsletter (190,000+ subscribers).
- Free event and short course listings on The Conversation Events and Courses page.

For more information about member benefits or to sign up for real-time audience metrics, please contact:

Felicity Burke  
Business Relationships Manager  
[felicity.burke@theconversation.edu.au](mailto:felicity.burke@theconversation.edu.au)