

# THE **CO**NVERSATION

Academic rigour, journalistic flair

2016

## Analysis and Comment



The Australian Tax Office has found that nearly 14% of Australian farmland is held by foreign investors. AAP Image/Dan Peled

## FactCheck: Is 30% of Northern Territory farmland and 22% of Tasmanian farmland foreign-owned?

Erin Smith, *University of the Sunshine Coast* and Bill Pritchard, *University of Sydney*  
Katter's Australian Party federal MP Bob Katter said 30% of the Northern Territory's farmland and 22% of Tasmania's farmland is foreign-owned. Is that true?

## Weekly Dose: LSD – dangerous, mystical or therapeutic?

Julaine Allan, *Charles Sturt University*  
During the 1950s and 1960s, LSD was used more for psychotherapy than recreation. Between 1950 and 1965, many were treated with LSD for alcoholism, depression, schizophrenia, autism and homosexuality.

## In an age of rhetoric, Australian politics is missing the American flair

Chris Mackie, *La Trobe University*  
Australian politicians – unlike their American counterparts – have largely abandoned the art of stirring speeches. Good rhetoric doesn't equal good policy, but at least it's evidence of imaginative thinking.

## Gen Y carers don't want a free ride, so welfare reform shouldn't single them out

Shirley Jackson, *University of Melbourne*  
The focus on reducing welfare dependency among young carers, parents and

## Research and News

### If no plebiscite, settle same-sex marriage in parliament: poll

Michelle Grattan, *University of Canberra*  
More than two-thirds of voters oppose the government's decision to give public funding to the yes and no campaigns in a plebiscite on same-sex marriage, according to an Essential poll.

### A degree doesn't count for South Sudanese job seekers

Nawal El-Gack, *University of Canberra* and Gabriel Yak, *University of Canberra*  
South Sudanese living in the ACT are facing racism when job seeking and can't get employment in roles for which they have professional qualifications.

### Winners and losers from the government's compromise on superannuation

Helen Hodgson, *Curtin University*  
The Coalition has reached a compromise to get its superannuation reform past its own party, but the changes will make it harder for women and older workers.

More Research and News

## Podcasts

### Politics with Michelle Grattan

Talking politics with politicians and experts, from Capital Hill.

Listen to the podcast



### Business Briefing

Brief analysis of what's making news in Business and Economy.

Listen to the podcast



### Change Agents

A podcast series about change and the people who make it happen



## US Election 2016



## Columnists

“Turnbull's promise to make the increase in refugees permanent is a bit of a con

Michelle Grattan



“There appears to be literally no signs of Trump here in Washington

David Malet



Bryan Cranston — “Disenchanted Utah Republicans are likely to support a third party rather than Trump”

Michelle Smith — “The accusations that Clinton wears 'adult diapers' construct her as child-like”

John Hewson — “Offshore processing on Manus and Nauru was only ever a short-term, stopgap response”

Misty Adonlou — “Our educational policies both embody and entrench low expectations of students”

More columnists

## Research and Expert Database

Find experts with knowledge in:

e.g. Cyber security

Search

Popular: food, water, transport, health, and energy.

Editors' Picks

Job Board

# Why we are different



## Commercial media

Not for profit



X

Authors recognised experts



X

Content free to the public



X

Free from commercial agenda



X

Solution-centric



X

Safe publishing platform



X

Creative Commons, access to all



X

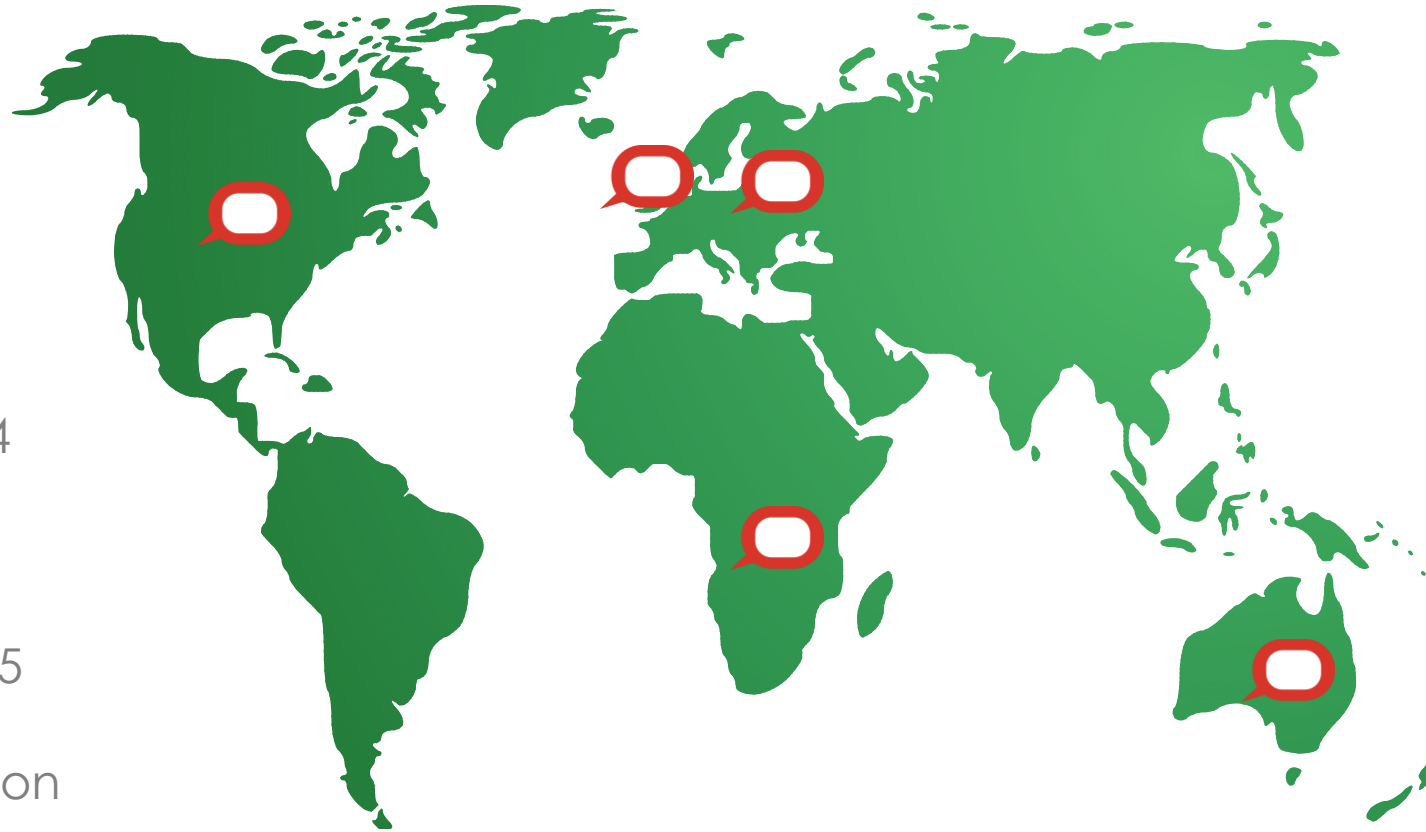
New voices



X

# A global knowledge network

- Australia: launched March 2011 (founding TC)
- UK: May 2013
- Indonesia editor: joined June 2014
- US: October 2014
- Africa: April 2015
- France: Sept 2015
- More: coming soon





# The Conversation's monthly audience

Monthly audience

**3.3**  
million  
users  
on site

**35**  
million  
reach  
through  
republication

### Our top 10 cities (2015 readership)

1.	Sydney	6,157,189	(14.21%)
2.	Melbourne	6,076,547	(14.03%)
3.	Brisbane	3,057,164	(7.06%)
4.	Perth	1,669,187	(3.85%)
5.	London	1,648,512	(3.81%)
6.	Adelaide	1,380,800	(3.19%)
7.	(not set)	1,193,545	(2.76%)
8.	Canberra	1,060,459	(2.45%)
9.	New York	452,012	(1.04%)
10.	Hobart	258,865	(0.60%)

# 22,000+ republishers, here & internationally

The Washington Post  
theguardian

JakartaGlobe  
Your City. Your World. Your Indonesia.

FORTUNE

Newsweek

物联网世界  
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hindustantimes

TIME



news.com.au

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SCIENTIFIC AMERICAN™

THE CONVERSATION

POLICY & ETHICS

## The Trillion-Dollar Question Obama Did Not Answer in Hiroshima

Nuclear physicists wonder: Should we downsize our nuclear arsenal?

CNN Regions • U.S. Africa Americas Asia China Europe Middle East Opinion International Edition + menu

### Why the world is wary of China's 'great wall of sand' in the sea

THE CONVERSATION Clive Schofield  
Updated 0616 GMT (1416 HKT) May 14, 2015

Top stories

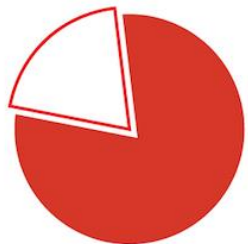
- Heard granted restraining order against Depp
- Pro-Trump, anti-Trump groups clash in San Diego

30 March 2014 7 August 2014 20 January 2015

Original structure  
Artificial island  
Original structure  
Artificial island  
Original structure  
Artificial island



# Know your audience. Our readers are...



**80%** non-academic



**49%** male, and  
**51%** female



**83%** have an  
undergraduate  
degree or higher



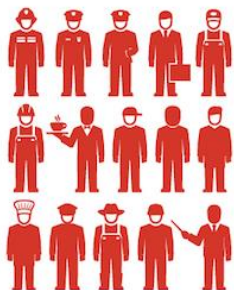
**66%** employed full  
or part time  
**22%** studying full or  
part time



**52%** have a  
household  
income of over  
\$100,000



**56%** are under  
45



**19%** academia  
**13%** gov, policy or public sector  
**13%** teachers  
**10%** healthcare/medical



**26%** of teachers use  
The Conversation as a  
classroom resource

## Our influential followers here & overseas


The  
Conversation's  
followed by the  
PM to ABC's PM

 **Ameenah Gurib-Fakim** @aguribfakim · 2h  
#Closing the research gap between Africa and the rest of the world  
[theconversation.com/closing-the-@TC\\_Africa](http://theconversation.com/closing-the-@TC_Africa)



 **Richard Dawkins** @RichardDawkins · 7 Oct 2012  
No you're not entitled to your opinion. Or you're not entitled to have it taken seriously unless you have evidence. [bit.ly/OaLtxl](http://bit.ly/OaLtxl)

← ↻ 403 ❤️ 174 ⋮

 **Ricky Gervais** @rickygervais Following

I wish everyone had to read and understand this before they were allowed to talk to me  
[bit.ly/OaLtxl](http://bit.ly/OaLtxl) @RichardDawkins @SamHarrisOrg


RETWEETS 368 LIKES 358




 **Noor Al Hussein** @QueenNoor  
Syria's refugees: time to get serious about preventing L... generation of Arab Youth [theconversation.com/syrias-refugee...](http://theconversation.com/syrias-refugee...) via @US\_Conversation  
7:07 PM - 23 Jun 2015

 The Conversation US



 **John Podesta** @johnpodesta Follow

Climate change threatens species abundance. Polar bears tied to melting ice face habitat loss. [theconversation.com/polar-bears-un...](http://theconversation.com/polar-bears-un...) via @US\_Conversation  
6:35 AM - 18 Jul 2015

 The Conversation US



**Malcolm Turnbull** @TurnbullMalcolm FOLLOWS YOU



**Bill Shorten** @billshortenmp FOLLOWS YOU



**Julie Bishop** @JulieBishopMP FOLLOWS YOU



**Mark Colvin** @Colvinus FOLLOWS YOU  
Presenter of PM, ABC Radio. Life

## Get involved: write for The Conversation

- 30,000+ registered authors
- State of the art site
- Disclosure statements
- Readability index – set at 16 years old
- Authors sign off and approve – full control
- Author profiles show expertise
- Daily newsletter, active social media



# In-built readability index: set to 16 years

Headline

**In Conversation: Australia's ambassador to France, Stephen Brady, on terrorism and multicultural societies**

H B I [Icons] + [Icons] Saved.

1,445 words ● Readability

## Readability

You are currently writing for high school students. This allows you to reach a wider audience.

Word count:	1,445
Average words per sentence:	16.61
Syllables per word:	1.68
Character count:	8,799



### How can I improve the readability of my article?

- Sentences with 17 words or less are easier to understand.
- Keep paragraphs to a maximum of three sentences.
- Eliminate acronyms.
- Avoid jargon.
- Avoid stringing together multiple prepositions.
- Don't verb nouns.

Close

of the board of directors of The Conversation France, Australia's ambassador to France, about Australia's role in terrorism, and his own country's approach to creating a

Australian people feel a particular solidarity with the November attacks?\*

on November 13 affected Australians very deeply. There was a notion that hadn't been seen since the Charlie Hebdo shooting since 9/11. All around the country, in cities and in towns, lights were lit up in French colours – the Sydney Opera House, in Canberra, in Brisbane. There was an immediate public sympathy with France.

... I think, is that nearly one million Australians travel to France every year. So, it's not surprising that there are only 24 million of us. So, it's not surprising that Australians would identify with France through our shared history, but they could also visualise the attacks that took place; they could visualise the stadium. It's a bit of a revelation.

# Real world impact

## What happened as a result of your article?



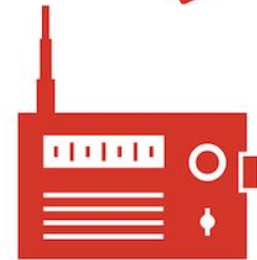
**60%** of authors contacted for media follow up



**14%** of authors invited to speak at conferences



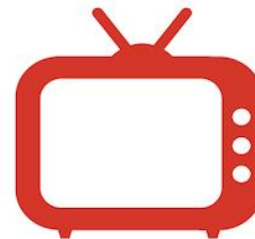
**15%** contacted for research collaboration



**77%** contacted for radio



**50%** contacted for print media



**25%** contacted for television



**35%** contacted by a website



**8%** received business requests for consultation



**78%** discussed with friends



# Huge, fast global reach for Australian expertise

CNN Home

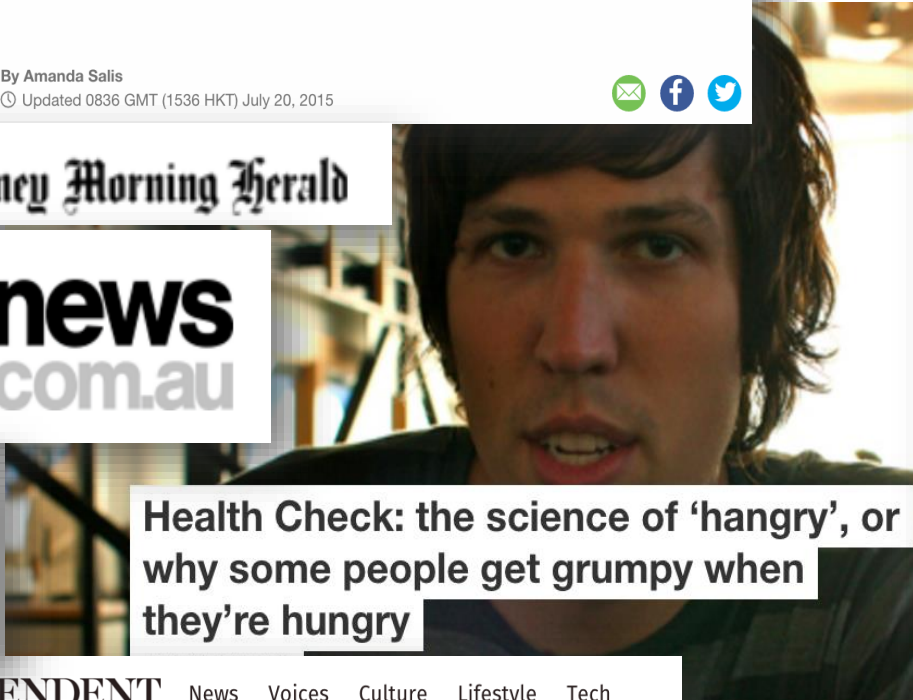
## The science of 'hangry:' Why some people get grumpy when they're hungry

By Amanda Salis  
 Updated 0836 GMT (1536 HKT) July 20, 2015

✉️ 📘 🐦

The Sydney Morning Herald

news.com.au



INDEPENDENT News Voices Culture Lifestyle Tech

## Feeling hangry? Why we can get grumpy when we're hungry

1,822,609  
 Readers



“It is astounding how popular this article was, and so gratifying to see my research get such a large, global exposure. Within a couple of days it had 1.6 million readers, had gone viral in social media, and was republished on I F\*ing love science, CNN, and Quartz. My university ran an article on the intranet about the story going viral. There's obviously public appetite for consumer-interest topics that are backed by rigorous evidence and clearly explained, but I had no idea the article would bring so many big, positive outcomes.

Amanda Salis, NHMRC Senior Research Fellow in the Boden Institute of Obesity, Nutrition, Exercise & Eating Disorders, University of Sydney.

# More academic, policy & international impacts

## HIGH IMPACT ENGAGEMENT



“ The Conversation has given me an unexpected and lasting platform for exposure. Off the back of my articles, I secured a book deal with Cambridge publishing; was featured alongside six of the nation's top education experts in another book about the transformation of education in Australia. A university in Japan used my work for an entrance exam, and teachers are using my work as a basis for classroom discussion. Each time I write I have a handful of follow up media interviews. All this has really helped build my public profile.

Misty Adoniou, Senior Lecturer in Language, Literacy and TESL, University of Canberra.



“ Even months after writing I'm getting national exposure for my work. Yesterday I had the trifecta of radio, TV and print with ABC News and The Age. Today it's been SBS TV and the Financial Review. In the space of a week, UQ Media estimated my interaction with the media was worth over \$420,000 in marketing to the University. All of them found me through The Conversation. From this, I was invited to provide a private briefing to federal parliament's Joint Committee on Treaties.

Dr David Adamson, Senior Research Officer, The University of Queensland



“ My Conversation articles have directly led to invitations to speak at North American universities, including Columbia University and the University of British Columbia. My circle of professional and other contacts has also expanded.

David Hodgkinson, Associate Professor of Law, University of Western Australia

# Raising your academic profile has its rewards

“If you’ve got interesting research, I’ve found writing for The Conversation is a great avenue to win attention for it ... I’ve done radio interviews, been republished in The Sydney Morning Herald.

“And last year, after writing an article on happiness for The Conversation, I was approached by a UK literary agent. I’ve now got a deal to write a book for Penguin.”

– Brock Bastian, July 2015

1,142,146

 Readers

In pursuit of happiness: why some pain helps us feel pleasure

February 20, 2015 2:42pm AEDT



**Brock Bastian**

ARC Future Fellow, School of Psychology at [UNSW Australia](#)

# We now track impact: industry offers, book deals

## Post Publication Engagement

### From Author



**Timothy McCallum**

Senior Analyst, University of Southern Queensland

**Created at:** Jul 11, 2016

**Article Title:** How Australia produces \$30 billion worth of 'grey literature' that we can't read

**Media Type:** Industry

**Contact:** Microsoft and Amazon

**Outcome:** I was offered deals with Microsoft and Amazon to use their platforms and to deliver a viable startup using their platforms. Conversations resulted in Amazon providing a substantial amount of cloud computing credits in order for the artefact (mentioned in the article) to be further developed and released as a full production product.

### From Author



**Paul X. McCarthy**

Adjunct Professor, UNSW Australia

**Created at:** Aug 20, 2016

**Article Title:** Why there's no Pepsi® in cyberspace

**Media Type:** Media, Industry

**Contact:** Simon & Schuster

**Outcome:** Global book publication deal for my first book Online Gravity - which was first published in 2015 in London, Sydney in print and in NY in eBook. I was in conversation with another global publisher and they said - stop discussions we want a first look.



# When to write

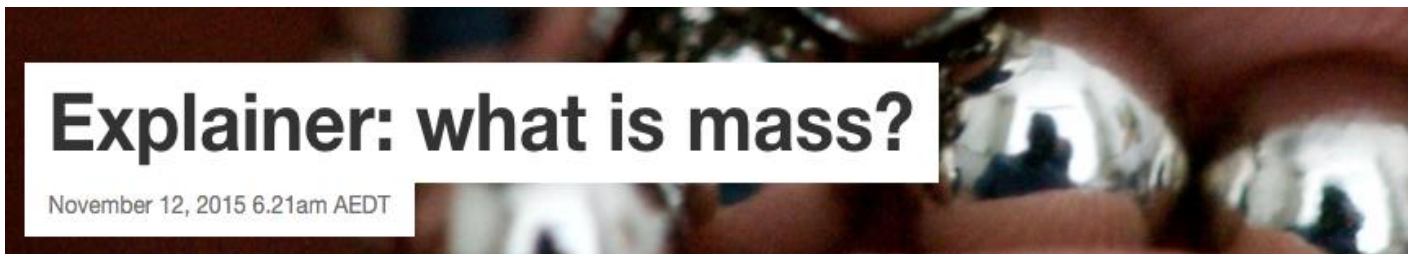
## New research



## News hook



## An explainer



# When to write

FactChecking a politician or influential figure

A screenshot of a fact-check article title. The title is in bold black text on a white background. The background image shows a person in a blue uniform, possibly a police officer, holding a document.

**Fact Check: is there zero economic benefit from high immigration?**

October 8, 2015 2.14am AEDT


A fresh (sometimes contrarian) take on an old issue

A screenshot of an article title. The title is in bold black text on a white background. The background image shows a person in a blue uniform, possibly a police officer, holding a document.

**Do we need more police, or are there better ways to cut crime?**

January 15, 2016 6.22am AEDT

A new listicle

A screenshot of an article title. The title is in bold black text on a white background. The background image shows a close-up of a dirt mound with some small plants growing from it.

**Five trends that will define the world's forests in 2016**

January 19, 2016 6.23am AEDT

## Analysis and Comment



The most shocking moments of the true crime documentary Making a Murderer depict two police officers gently coaxing a softly spoken teenager to recount his role in a vicious crime. Warning: spoilers ahead.

### Where aid fails, appropriate technology can succeed

Peter Logan, University of Technology Sydney

Much international aid fails to achieve its ends because the technology employed is not "appropriate" to its intended environment or culture. This needs to change.

### Australia has embraced the outsider CEO, but they can't always save the day

Mariano L.M. Heyden, University of Newcastle and Dimitrios Georgakakis, University of St.Gallen

More large Australian companies are looking to outsiders to turn their fortunes around, but the evidence shows it can be a misguided strategy.

### Unemployed and at risk: more help needed for those out of work

Allison Milner, Deakin University

The longer someone is unemployed, the worse their mental health gets and this can also hinder them from finding another job, research shows.

### Explainer: Surrealism

Natalya Lusty, University of Sydney

As the longest-running avant-garde movement of the 20th century, Surrealism's scope and richness is perhaps unparalleled in its influence of modern art and culture.

### Making a Murderer: why innocent people confess under interrogation

Diane Sivasubramaniam, Swinburne University of Technology

Innocent people do confess under interrogation to crimes they did not commit, even providing details about the crime. What leads them to falsely confess to very serious crimes?

### Recurrent thrush: how some women live with constant genital itching

Cathy Watson, University of Melbourne

While most women will have one or more episodes of uncomplicated and temporary thrush, some suffer from recurrent episodes. These can be shameful and often

## Research and News

### Questions hang over conduct of another Turnbull minister

Michelle Grattan, University of Canberra

Malcolm Turnbull has sought advice on whether Human Services Minister Stuart Robert breached the code of ministerial standards during a private trip to China in 2014.

### Philip Ruddock will quit parliament at the election

Michelle Grattan, University of Canberra when employed

- Australians are spending more on mental health services and employers need to take notice

More

## Back to School



Nutritional lunches can be achieved with simple core foods such as bread, fruit, vegetables, dairy and meat, fish or egg. from www.shutterstock.com

### Forget quinoa and kale, these basic foods for your kids' lunch box will give them the nutrition they need

Evelyn Volders, Monash University and Zoe Davidson, Monash University

Basic foods can fulfil a child's nutritional needs at school and keep them energetic and alert.

- Shy teenagers find it easier to be included by classmates when starting secondary school
- Australian students are becoming increasingly disengaged at school - here's why

More

## Bushfires



## Columnists

### "The ministerial future of Stuart Robert looks precarious, on the evidence from China"

Michelle Grattan



### "ASIC is going to need extra muscle when it takes on ANZ; APRA and RBA need to join in"

Pat McConnell



David Glance — "Social media has lost its youthful

## Pitch an idea

Got a news tip or article idea for The Conversation?

Tell us

## Our Audience

The Conversation has a monthly audience of more than 2.9 million users, and reach of 29 million through Creative Commons republication.

## Want to Write?

Write an article and join a growing community of more than 30,500 academics and researchers from 1,519 institutions.

Register now

## Make a Donation

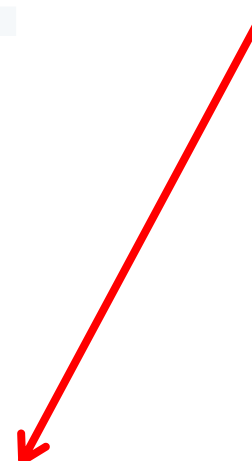
The Conversation relies on sector, government and reader support. If you would like to help us have even better conversations, then you may like to make a one-off or on-going donation.

Donate

## Want to Write?

Write an article and join a growing community of more than 30,500 academics and researchers from 1,519 institutions.

Register now



theconversation.com/become-an-author



## Refining your idea

❓ Read before you write. What kind of stories do we cover? Do you think yours would work for a broad local and international audience?

❓ Have you done a quick keyword search?



Q Search analysis, research, academics...

❓ Is this your area of expertise?

❓ Pay attention to the news. What are people talking about?

❓ Do you know something no one else knows? Is it the kind of thing the general public – not just other specialists – might be interested in?

❓ Have you discovered something new?

# Refining your idea

- It can help to work with your university or institute's communications staff to get your pitch right. You can also hone your pitch by talking to someone else outside your field of expertise. What questions do they ask? If they were to ask you bluntly, **“So what?”** – what would you say? That's the first question readers will ask in deciding whether to spend the time reading your article.
- If you can answer that “So what?” question well, it will greatly improve your chances of your pitch being accepted, and then seeing more people read and share your article, helping your work reach a bigger national and global audience.
- Most Conversation articles are only **600-800 words**, so starting with a clear idea of the most important point(s) you want to cover will save you time, and help us give you a quick, clear response to your pitch.
- Your article doesn't have to say everything on this topic. It can't. Stick to one or two key points and support them.

## Writing tips

- Work hard on the first paragraph to grab the reader’s interest. Start with a short, sharp statement of the article’s essential facts, in no more than two sentences. Start with what’s new, relevant, or surprising. Readers want to know Five Ws: who, what, where, when, why, and sometimes how.
- Make a brief sketch of your main points and stick to them. Put the most important information first. That allows readers to explore a topic to the depth that their curiosity takes them (not everyone reads to the end).
- Write how people talk. A man should never “disembark from a vehicle” when he can “get out of a car”. Explain complex ideas. Don’t get too technical. Avoid jargon.
- Our readability rating is based on Flesch-Kincaid readability tests, set at the level of **an educated 16-year-old**. That’s still higher than many news media outlets (many newspapers still aim for a 12-year-old level of literacy). We do that because we want to share your expert knowledge with everyone – including young people and people whose first language is not English.

## More writing tips

- If you make contentious statements, please back them up with research. The same goes for facts and figures; e.g. if you're saying 28% of Australians are obese. We reference with online links that readers can click on, preferably to full research papers, but to abstracts or news stories if the full paper isn't available. We'll help you add those in. **But we can't use footnotes or endnotes. Use web links instead.**
- Please put your **web link** in brackets beside each statement to be referenced.
- The **last sentence** should aim to summarise or reiterate the point made in your opening paragraph. Or you can just raise the question of what should happen next. Check you've stayed within the agreed word count, typically 600-800 words.
- **Photos, videos, audio, tables and graphs** can bring a story to life – so if you have any of those, mention that in your pitch and in discussions with your editor.

# Your pitch *must* stand out

The Conversation Australia has just **18 section editors**, who receive **hundreds of pitches daily**. Your pitch must be good; we can't publish everything.

Inbox	New Pitch - The article will criticise the law's permissive approach to the challenging... - The article will criticise the	15 Jun
Inbox	New Pitch - How international factors not Islam could de-democratise Muslim states with... - How international fact	15 Jun
Inbox	New Pitch - Extending the driving time of individuals living with a dementia - driving. New research demonstrates tl	15 Jun
Inbox	New Pitch - The implications of income tax in China - The implications of income tax in China This article would loc	15 Jun
Inbox	New Pitch - The implications of income tax in China - - The implications of income tax in China - This article would	15 Jun
Inbox	New Pitch - A provocative story to demonstrate the complexity of reproducing whiteness ... - A provocative story tc	15 Jun
Inbox	New Pitch - the suggested introduction of a national civic service program for young pe... - the suggested introduct	15 Jun
Inbox	New Pitch - The role of education in strengthening young people's understandings of cit... - why any new program	15 Jun
Inbox	Re: New Pitch - The environmental and land rights legacy of Phillip Toyne - Subject: New Pitch - The environment	15 Jun
Inbox	New Pitch - the order by a South African court to bar Sudanese president from leaving t... - the order by a South A	15 Jun

# Instead of this:

“

I plan to write an article that ultimately questions the concept of socialism as a historical ideology, its buzz-word-status in the 21<sup>st</sup> Century and the new emerging values, built on pragmatic social-democracy that have possibly overtaken Socialism. I will then explain my conclusion as to why Socialism is well and truly out of context in modern Australian politics and my proposition of a 'new way forward', which calls for the reasonable regulation of capitalism, champions the right to cultural, racial and religious freedom and calls for a modernisation of democratic politics, which combines the engagement of industrial relations, paired with ethical business leadership in economic and social reform.

# Aim for something like this

“

April 30 marks the end of WA's controversial baited drumline program for mitigating shark hazard.

We have undertaken a survey of over 550 ocean-users and find that ocean-users encounter sharks regularly, and oppose mitigation strategies that involve killing.

On April 30 our short paper detailing results will be published online in the journal 'Australian Geographer'. As such, a piece for The Conversation published on April 30 or May 1 would be very timely. We have a draft ready to go!

I'm an academic or researcher with relevant expertise and want to write the article.



# Tips

**Aim for a 100-word explanation of your idea.**

**Pitching is a skill**

- Pitch, and pitch again

**Aim to persuade**

- Why does your story matter?

**Speak to an editor to develop the story**

- Have an argument and narrative

**Write the story**

- Most stories are around 800-900 words
- Keep it conversational – it's not an academic paper

# So are you ready to answer these questions?

## Pitch an article idea

- What's your story in one sentence?
- Why is this interesting or significant for non-academic readers?
- Do you have any photos, video, audio, graphs or other material to illustrate your story? (*That can make a huge difference.*)
- Is this issue particularly relevant now, or looking ahead? Or are you suggesting this as a timeless 'explainer' of a commonly misunderstood issue?

The pitch: What's your story?

Story \*

In one sentence, what's your story? (50 word limit)

# A trustworthy partner for the ABC

The Conversation's rich database allows us to find the right person at the right time. And The Conversation's daily "heads up" email – which outlines which academics and what articles it is publishing – has become a crucial tool that many ABC producers now rely on to find trusted experts who can explain the big issues people care about.

Both resources are used by producers to source ideas and people to appear on our radio and television shows, with particular use made by RN's AM and Breakfast, local and national radio – especially the morning shows which help drive the news agenda for the day.

As the national broadcaster, the ABC provides essential context and vital information to millions of people every day through the web, television and radio. The Conversation helps us do that better.

We now have a closer collaboration with ABC News, with an ABC producer working from our Melbourne head office. In less than two months, we've now seen **more than 1 million extra article views for Conversation stories via the ABC**, as well as dozens of radio & TV interviews.

Read more: [bit.ly/TCABCblog](http://bit.ly/TCABCblog)



Gaven Morris  
Director News



# Higher publication downloads & happy funders

THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Business + Economy Education **Environment + Energy** Health + Medicine Politics + Society Science + Technology

## How to keep your house cool in a heatwave

January 14, 2014 10:28am AEDT



*“As a first-time Conversation author, the results far exceeded my expectations.”*

As well as attracting **70,000 readers**, this January 2014 article led to:

- Talkback on ABC Radio National
- Interviews on ABC radio (Qld & NSW) + commercial radio (4BC) ABC 4 TV Breakfast



Dr Wendy Miller

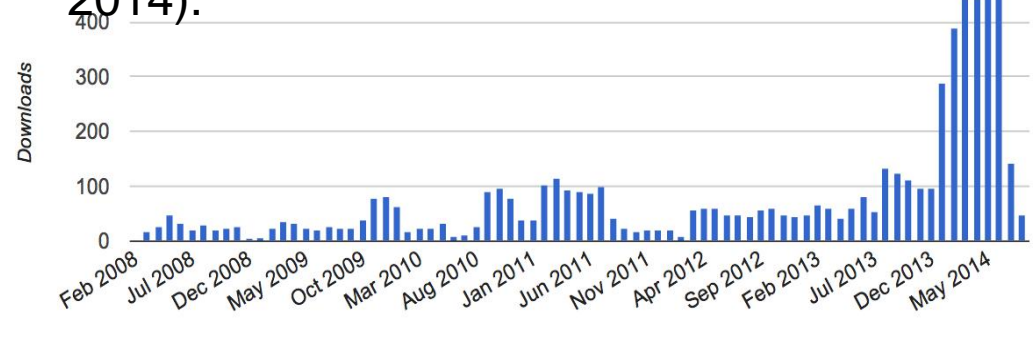
Science and Engineering Faculty,  
Chemistry, Physics, Mechanical Engineering,  
Energy and Process Engineering



That national media coverage resulted in:

- Very happy govt & industry funders, plus approaches from new potential funders
- Invitations to review for a high-rated journal; submit to another; and present at a conference

- **A lasting spike in Wendy’s publication downloads** (shown below, starting in Jan 2014).





NATIONAL  
INNOVATION &  
SCIENCE AGENDA



Australian Government  
Australian Research Council  
Department of Education and Training

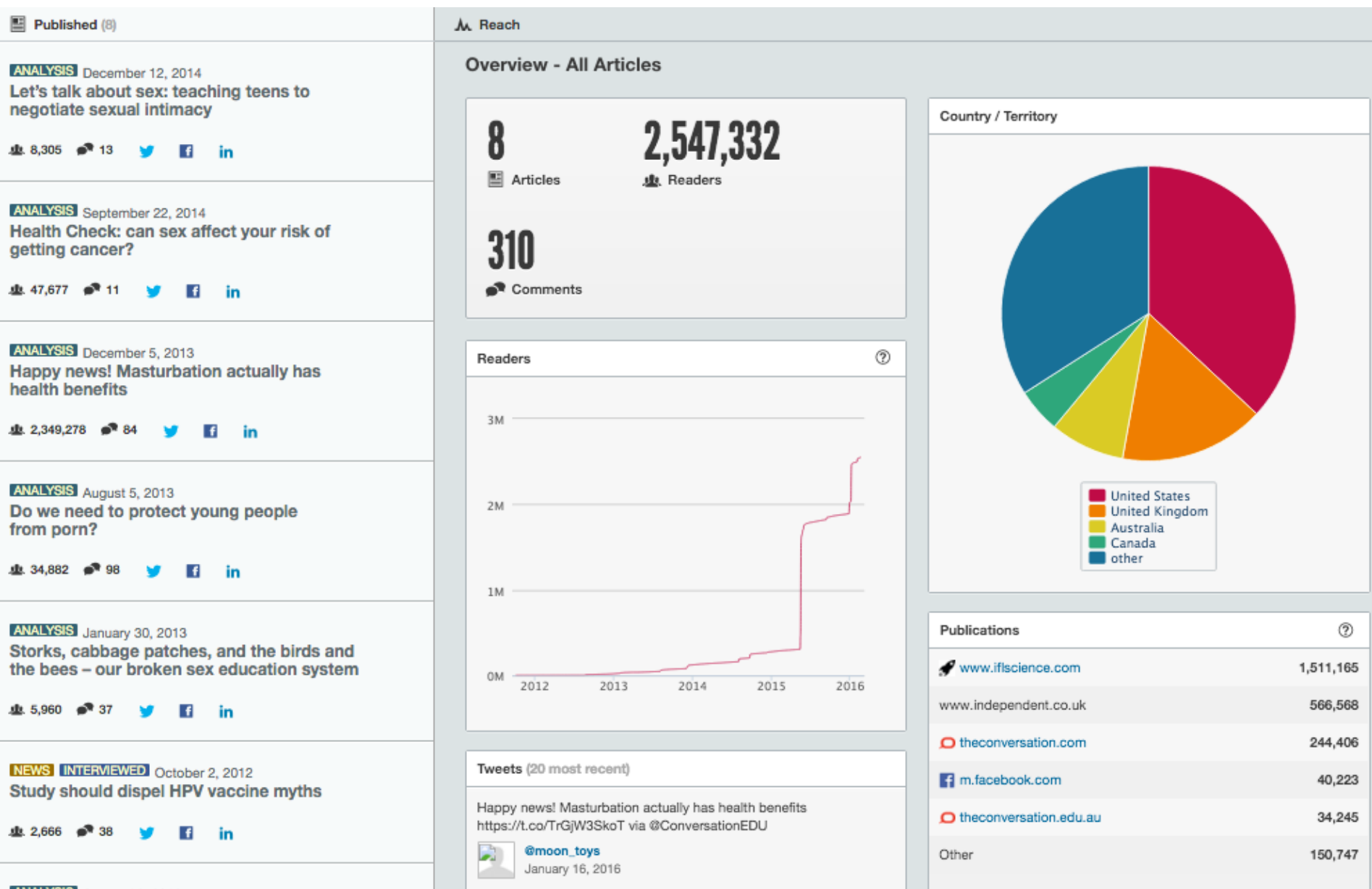
The NISA statement calls for academics to **demonstrate impact**. The Conversation helps them do that – and draws global attention to NSW.

*“For instance potential indicators of institutional media presence and uptake are now already captured by organisations such as The Conversation and the Australian Science Media Centre.... Finally, there are data providers which collect research metrics of internet downloads, blogs, Wikipedia entries, Twitter and other social media (for example Altmetrics by Digital Science, The Conversation and the AusSMC ), which could be used as measures of impact in disciplines where, patenting for example, is not widespread.” – NISA research and engagement paper.*

The Conversation **measures** the impact of university research – and helps promote brand recognition in key markets for international students, collaboration with industry and other researchers, commercialisation and new funding streams.



# Author dashboards: demonstrating engagement



# Real names & moderation *do* make a difference

## THE CONVERSATION

We want The Conversation to be a place for intelligent discussion. By posting, you'll be contributing to independent, fact-based debate. We want the discussion of an article to be, if anything, more illuminating than the original article and we need your help to do that. Follow these guidelines to help keep things on track.

### In brief

- Don't attack people and don't respond to attacks – report them and move on
- Keep your posts on topic and constructive
- Take responsibility for the quality of the conversations you take part in
- Above all, respect others and their opinions.

### Be you

We require real names: they help us maintain a transparent forum. We reserve the right to delete comments made under aliases.

### Be considerate

We're here to talk about ideas, not the people behind them.

We'll delete: personal attacks directed at anyone; all forms of discrimination (or posts that could be interpreted as such); posts we believe exist only to provoke or mislead; posts identifying or sharing

Read more:  
[theconversation.com/  
au/community-  
standards](https://theconversation.com/au/community-standards)



# **DO:**

- **Make it sound new, fresh, a new take.**
- **Do a keyword search before you pitch.**
- **Read and consume the media.**
- **Drive the debate forward**
- **Know how to explain your idea to a child**
- **Get to know friendly journos**
- **Leave your mobile on**
- **Act fast**
- **Pitch before you write**

# **DON'T:**

- **Argue against yourself, downplay your expertise**
- **Say you already tried another outlet else first**
- **Say it was already published elsewhere**
- **Pitch when it is too late**
- **Mass email journalists**
- **File 3000 words when we agreed on 800**
- **Pitch an idea we have all heard before**
- **Go MIA after filing.**



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