



THE CONVERSATION

2014 Stakeholder Report

FROM THE EDITOR

Each year takes us by surprise. There's no road map, and we are making our future as we go along. At launch in 2011 we had no idea if any readers would show up, yet every year we doubled our audience. We're now at 2.2 million readers a month direct to the site with a further 10 million reading us through republications. And we have 62 staff globally.

Last year we launched into the UK with 36 universities supporting. The coverage of the Scottish referendum was a highlight led in Glasgow by our Scotland Editor, Steven Vass, along with UK Editor, Stephen Khan.

In October this year we launched The Conversation US from our Newsroom at Boston University. The team is led by Margaret Drain, formerly vice president at WGBH the largest PBS affiliate in the US. She was responsible for factual and science programming and now leads a team of 7 editors. Our launch was made possible with support from 6 of the largest Foundations in the US: Alfred P Sloan, Hewlett, Howard Hughes, Bill & Melinda Gates, Gordon & Betty Moore, and Robert Wood Johnson. We have the support of the President of the American Association of Universities and the American Association for the Advancement of Science and Reuters is our Media Partner. Misha Ketchell, Helen Westerman and Damian Thompson (from AU) and Megan Clement and Stephen Khan (UK) gave phenomenal help by relocating to Boston for several weeks to provide training, and support the new US team. The collegiate collaboration between all three

teams was a hallmark of the US launch. I must thank Damian, our Global Coordinator, who worked tirelessly with me to raise funds for the US and a number of other projects we'll announce next year.

Aside from offering the UK, US and Australian readers a more focused service of their region, the aim is to develop a Global Newsroom where we cooperate on ideas, series, and specials. Our Ebola coverage showed what we could do as a global team. We have much work to do in this area to fully develop the potential. Yes, it's early days.

Back in Melbourne we have a wonderful executive team. Thanks to Maria Troumboulis (Finance and Operations), Lisa Watts (Development and Commercial), James Healy (Tech), Debbie Dickinson (Audience Development) and Georgina Hall (Jobs and Internships).

I am grateful for the advice and encouragement of Robert (our Chair) and the rest of our Board, particularly Richard Leder and the wonderful team at Corrs Chambers Westgarth who have helped keep the website legal, and also with figuring out the legal relationships between the regional operations. Huge thanks go to the Commonwealth Bank who as our Technology Partner have generously supported the development of our amazing CMS platform over the past four years. And last, the Department of Education in Canberra who have supported the development of The Conversation from the outset.

And the final word of thanks must go to our key partners the universities, research institutes and CSIRO. Their support plus the contributions of over 15,000 of their researchers, scientists, and scholars have made The Conversation into what it is today. A global leader in the dissemination of high-grade, ethical and reliable information.

Andrew Jaspen
Editor and Executive Director

FROM THE CHAIR

Thanks to my fellow board members and The Conversation team who have embraced the challenge of delivering high quality information to the public. Inspiring and adding to public debate with evidence based facts and independent research - not spin - is something we are all committed to.

Our expansion into the US has been a highlight this year, bringing an increasingly global perspective to the ideas we can share with readers. At a time of media contraction, it has been a privilege to be part of a bold Australian idea that is growing fast and going global.

We remain grateful for the support of our funders: our university and research members and CSIRO, the Commonwealth Government Department of Education, our global technology partner Commonwealth Bank of Australia, and Corrs Chambers Westgarth. Sincere thanks to the many Friends of The Conversation who donated, The Myer Foundation and The Copyright Agency who have all helped this project to thrive.

The team is proud to be part of The Conversation and as Chair I thank you for your support, ideas, feedback, and readership, which have contributed to a better, more informed public conversation.

Robert Johanson
Chair, Board of Directors

About The Conversation

In a world drowning in information, how do readers know where to turn to for independent information, for the facts without spin or commercial influence?

The Conversation is an attempt to rebuild trust in information and build a global knowledge network of ideas that are accessible to all. All our articles are written by university and research institute based experts, who collaborate with our team of professional editors to translate research into everyday understandable language and delivered direct to the public.

Our codes of conduct include a charter that protects editorial independence, author sign off, author disclosure statements and collaborative editing on our safe publishing platform. It's all been developed to ensure ethical and responsible journalism to help our readers be better informed.

Because we believe in the free-flow of information we have built the site as a free public resource: everything is free to read and free to share or republish under Creative Commons licensing.

We are one of the world's largest virtual Newsrooms, with 15,000 experts authors globally and editors in Melbourne, Canberra, Sydney, Brisbane, Perth, London, Glasgow and Boston.

2014 IN REVIEW

- 8,800 authors, 57,000 newsletter subscribers and 1.4m users on site a month
- Community manager appointed
- Celebrate our 3rd anniversary
- South Australian Health and Medical Research Institute (SAHMRI) join as a member
- Multimedia editor appointed
- UNSW Australia Business School join as a member
- The Conversation UK celebrates its 1st birthday

January

February

March

April

May

June

- University of Wollongong join as a member
- Events board goes live

- University of New England join as a member

- Baker IDI join as a member
- Jakarta Editor appointed

- New features – republication data, and country of readership – released on institutional dashboards
- Smart Science symposium with chief scientist Ian Chubb at Parliament House
- Release of the book “Science Matters”, published by Future Leaders
- National media strategy day, with media teams at partner/member universities
- University of Queensland and University of Notre Dame join as members
- Release of the book “2014: A year in the life of Australia” published by Future Leaders, at Parliament House.
- Shortlisted for the Australian College of Educators annual media award.

July

August

September

October

November

December

- 2m users on site a month, with reach of 10m through Creative Commons republication
- Launch of The Conversation US
- Renewing Federalism policy debate with PMC and ANU
- Announced finalist in UN Association media awards
- Harry Perkins Institute of Medical Research join as a member
- 15,000 authors, 76,000 newsletter subscribers and 2.2 million users on site a month
- 36 members from university and research sector.

INTERNATIONAL EXPANSION

The Conversation is a global knowledge project. We want to collaborate with the best minds internationally to provide the public with clarity and insight into society's biggest problems.



Boston University campus, home of The Conversation US

Launch of The Conversation US

We launched into the US in October. Our US team of 9 is based at Boston University and work with academics across the US and internationally to bring informed expertise to a global audience.

Between our Australian, UK and US newsrooms we are now a team of 62, working with 15,000+ academics internationally, which makes us the world's largest global virtual newsroom.

Our overseas operations are wholly funded by the local region. The Conversation US is supported by the Howard Hughes Medical Institute, Alfred P Sloan Foundation, Robert Wood Johnson Foundation, the William and Flora Hewlett Foundation, Gordon and Betty Moore Foundation, Bill & Melinda Gates Foundation, and Reuters as media partner. Our global publishing platform is supported by the Commonwealth Bank of Australia.

Like our UK edition, The Conversation US follows our editorial protocols – including a charter of editorial independence, author sign off, disclosure statements, a readability index set to a 16 year old, and collaborative editing. These protocols are designed to rebuild trust in information and help readers make informed decisions.

See: <http://theconversation.com/us>

THE AUSTRALIAN

Sun never sets on Andrew Jaspan's global academic conversation

THE AUSTRALIAN | NOVEMBER 10, 2014 12:00AM



Mark Day
Columnist
Sydney

LET'S play the media quiz: who is the Australian from Melbourne who heads up a global media enterprise on which the sun never sets and presides over newsrooms of thousands of specialists who write for audiences in the millions?

No, not him. I refer to Andrew Jaspan, the former editor of *The Age* who departed Fairfax Media in controversial circumstances when the digital tsunami began wreaking havoc on traditional print businesses in 2008.

Jaspan did not retire, lick his wounds, complain, or write a book.

Instead, he thought through the problems facing the worlds of journalism and publishing and came up with a bright idea that he figured might lead to part of the answer.

It's called The Conversation, a website launched in Australia in 2011, Britain in 2013 and, two weeks ago, in the US. It is a simple idea that has caught on at the highest levels of academia and philanthropy around the world. It's run on a relative shoestring, carries no advertising, is free to all, and is seen by around 12 million users a month.

OK, that's not big when the *NY Times* and Britain's *Daily Mail* are knocking on 100 million views a month, but The Conversation's followers are anything but celebrity obsessed. They are a quality audience: 90 per cent have university degrees, 80 per cent are outside academia, 70 per cent are in full-time work and 54 per cent are in the sought-after 26-49 age demographic.

The Australian newspaper covers an Australian idea going global.

The Conversation UK

It was the first full year of operation for our UK edition, since launching in May 2013.

Highlights this year include coverage of the Scottish referendum, World Cup and the ongoing Hard Evidence series. Collaboration between the UK and Australia newsrooms on issues such as Ebola and the Rosetta space mission demonstrates how we are working to bring the best minds together to bring clarity and context to global issues.

Our team of 18 is based at City University.

The Conversation UK is independently funded by universities and foundations in that region. University funders include: Aberdeen, Bath Spa, Birmingham, Bradford, Brighton, Bristol, Brunel, Cardiff, Cardiff Metropolitan, City, Coventry, Durham, Edinburgh Napier, Essex, Glasgow Caledonian, Goldsmiths, Hull, King's College, Lancaster, Leeds, Leicester, Liverpool, Northumbria, Nottingham, The Open University, Queen Mary University of London, Queen's University Belfast, Salford, Sheffield, Southampton, Stirling, Surrey, Sussex, UCL, Warwick and York. The Conversation UK also receives funding from: Hefce, Hefcw, SAGE, SFC, RCUK, The Nuffield Foundation, The Ogden Trust, The Wellcome Trust, Esmée Fairbairn Foundation and The Alliance for Useful Evidence.

See: <http://theconversation.com/uk>

Jakarta editor

This year we appointed Proditia Sabarini as our Jakarta Editor, to work with academics at Indonesian universities. This is a significant development in a year where the election of a new Indonesian president and an at-times-testy relationship with Australia demanded more attention to our northern neighbour than ever before. Our Jakarta work comes with the support of a grant from the Myer Foundation.

Our international editions work as one, sharing content and ideas. Australian academics and institutions are benefitting from the increased global audience and opportunity for collaboration.

We hope to make further announcements about global expansion later in 2015.

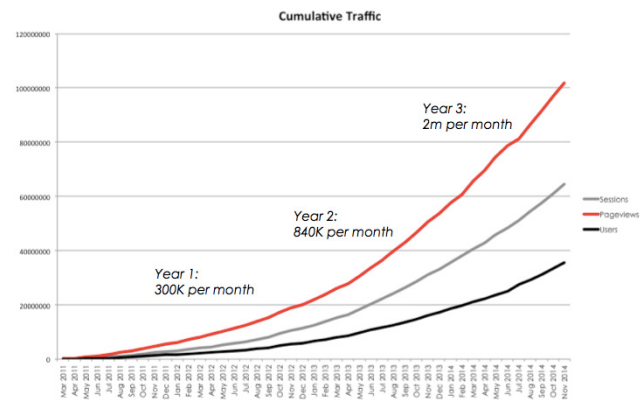


A GROWING PUBLIC READERSHIP

Our readership is currently 2.2 million users a month, with a reach of 10 million through creative commons republication.

On average, our audience has doubled each year since we launched.

Readers are an even split between female (51%) and male (49%), and 75% are under 45 years old. 90%



have an undergraduate degree or higher, and more than 80% of readers are non-academics. (Source: 2014 reader survey).

Around 40% of our readers are from outside Australia. The breakdown can be seen below.

1. Australia
2. United States
3. United Kingdom
4. Canada
5. India
6. New Zealand
7. Germany
8. Netherlands
9. Singapore
10. France

Growth to our newsletter and social media channels – our main sources of traffic referral – has increased significantly in 2014.

| | Dec 2013 | Dec 2014 |
|------------------|----------|----------|
| Daily newsletter | 55K | 76K |
| Facebook | 30K | 74K |
| Twitter | 30K | 60K |

The Conversation @ConversationEDU

#HealthCheck: which cooking oils should you eat and which should you avoid?
theconversation.com/health-check-c...

RETWEETS 24 FAVORITES 11

3:47 PM - 13 Oct 2014

The Conversation 13 August at 09:13 · 🌐

Shelling out for a private education in the belief you're buying your kid a head start? Think again.
 (We analysed the data. Here it is for sharing).

Private schooling has little long-term pay-off

In a recent article for The Conversation, Barbara Preston examined the link between private schooling and long-term educational outcomes. [THECONVERSATION.COM](http://theconversation.com) | BY JENNIFER CHESTERS RESEARCH FELLOW AT UNIV

270,208 people reached Boost Post

Like · Comment · Share · 1,278 · 224 · 981

The Conversation Posted by Debbie Dickinson · 21 November at 12:46 · 🌐

Before we jump to vilify the cast of TV's First Contact, let's remember they are a product of the nation they live in ... that we all live in.
 A nation that struggles to teach its own history in its schools.
 A nation which suspends the Racial Discrimination Act to "protect" Aboriginal people.
 A nation that asserts its right to be bigots.
 A nation that insists Aboriginal people celebrate the day their country was invaded.
 A nation where its Prime Minister declares himself the PM for Aborigines and cuts funding to Indigenous communities; who believes Australia was "nothing but bush" before white settlement; who defines the authenticity of his colleague's Aboriginality based on where they live and who believes that "Aboriginal women are covering in their huts".
 SBS Australia's new TV First Contact has clearly hit a nerve, sparking a plethora of conversations around the country. We're continuing the discussion here - join us in our author Q&A at 4-5pm AEDT. Get asking your questions below, or in the article comments.

SBS's First Contact is the real 'festering sore' of the nation

The SBS/Blackfella Films production First Contact – that takes six non-Indigenous people and immerses them into Aboriginal Australia for the first time – captured...
 THECONVERSATION.COM | BY CHELSEA BOND

232,064 people reached Boost Post

Like · Comment · Share

Dinal Cruz, Tam Charlwood, Zoe Treasure and 2,005 others like this.

540 shares

Write a comment...

Charlotte James I don't think the point of this is to excuse racist bigots. To me it reads, that if we are going to call out the people on First Contact, then we also need to take a long hard look at ourselves. We as a country are allowing politicians like Abbott to continue to promote prejudice and deny Indigenous Australians their birthright and their human rights
 Like · Reply · 164 · 21 November at 12:59

6 Replies

The Conversation @ConversationEDU

Science can help bridge gap b/w Australian research + public perceptions of science.
 #qanda
theconversation.com/passion-patien...

RETWEETS 50 FAVORITES 21

5:13 PM - 16 Sep 2014

The Conversation @ConversationEDU

The NBN is set to deliver speeds of 15Mbps in 2023. The average download speed today is 16Mbps. What's gone wrong?
theconversation.com/broadband-proj...

RETWEETS 37 FAVORITES 6

7:36 PM - 8 Sep 2014

MEDIA + REPUBLICATION

We believe in open access information, which is why we publish under a Creative Commons license that allows free republication with attribution. Allowing media and others to freely republish our content, we're helping to share knowledge with the widest possible audience. And by sharing our content with media, we're supplying increasingly thinned-out newsrooms with expert content that is protected by a charter of independence.

Over 14,000 sites republish content, from mainstream media, topic-specific sites with large audiences, niche publications, industry-sites, or individual bloggers.



PostEverything

No, you don't have to 'move on.' It's okay to grieve forever.

The death of children and of siblings affects the quality of the rest of our lives.



By Zoë Krupka November 17
Zoë Krupka is a Ph.D. student in the faculty of health sciences at La Trobe University.

Advertisement



(David Zalubowski/AP)

When I was three years old and after being in and out of when I was five. The time after terrible loneliness and the hollow

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Sydney's waters could be tropical in decades, here's the bad news...

Our research points to a widespread 'tropicalisation' of temperate coastlines such as Sydney within the next few decades. This may sound pleasant, but it might not be

Adriana Vergés and Alex Sen Gupta for The Conversation
theguardian.com, Tuesday 16 September 2014 13:19 AEST
[Jump to comments \(57\)](#)

An idyllic vision of Sydney's future? Photograph: Adriana Vergés

Welcome to tropical Sydney, where colourful surgeonfishes and parrotfishes are plentiful, corals have replaced kelp forests, and underwater life seems brighter, more colourful and all-round better. Or is it?

While this vision of a future Sydney is just an embellished cartoon of what climate change would do off the city's coastline, our recent research does

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Environment
Climate change · Sea level
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Animal welfare · Animals
More from Comment is free on
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Climate change · Sea level
World news
Animal welfare · Animals



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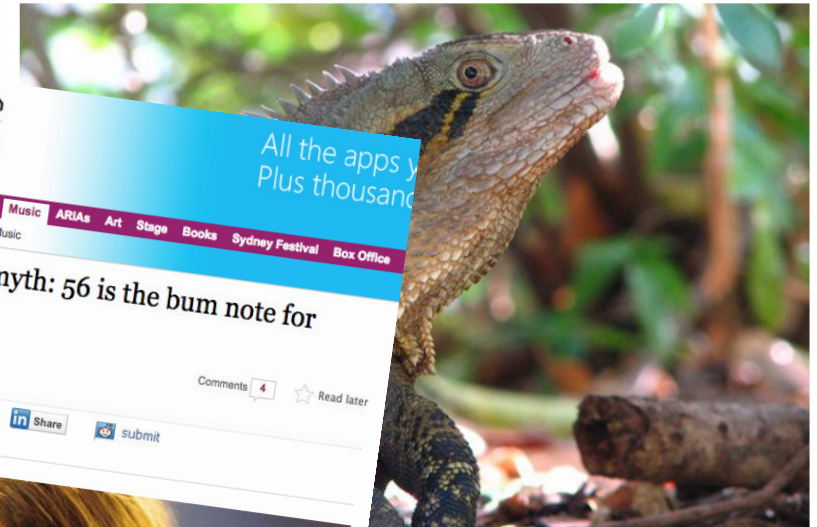
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PLANTS AND ANIMALS

There's No Such Thing As Reptiles Any More – And Here's Why

October 23, 2014 | by Dustin Welbourne



The Sydney Morning Herald
Entertainment

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You are here: Home > Entertainment > Music

The 27 Club is a myth: 56 is the bum note for musicians

November 19, 2014
Dianna Kenny, University of Sydney

Comments 4 Read later

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Nirvana lead singer Kurt Cobain. Photo: Getty Images

I refuse to join any club that would have me as a member. – Groucho Marx

Now he's gone and joined that stupid club. I told him not to. – Kurt Cobain's mother upon hearing of the death of her son

What do Otis Redding, Gram Parsons, Nick Drake, Jimmy McCulloch, James Ramey (aka Baby Huey), Bryan Osper, and Jon Guthrie have in common?

...an existential crisis – just a name game. melanie cook/Flickr, CC BY-NC-SA

Facebook 36.6K Twitter 267 Google+ +

...point and visited their reptile house. A building where
... "wet sauna" setting, and filled with maniacal children
...ir ice cream covered face and hands on every available

...e clean glass, and supposing the animals were not
...nd requests to perform like circus animals, you would
...snakes and lizards.

...exist.

METRICS: MEASURING RESEARCH IMPACT

With increasing competition for funding, staff and students, universities are under growing pressure to demonstrate a return on research and teaching investment. Universities are being asked to go beyond traditional bibliometrics and demonstrate engagement and impact - economic, environmental and social.

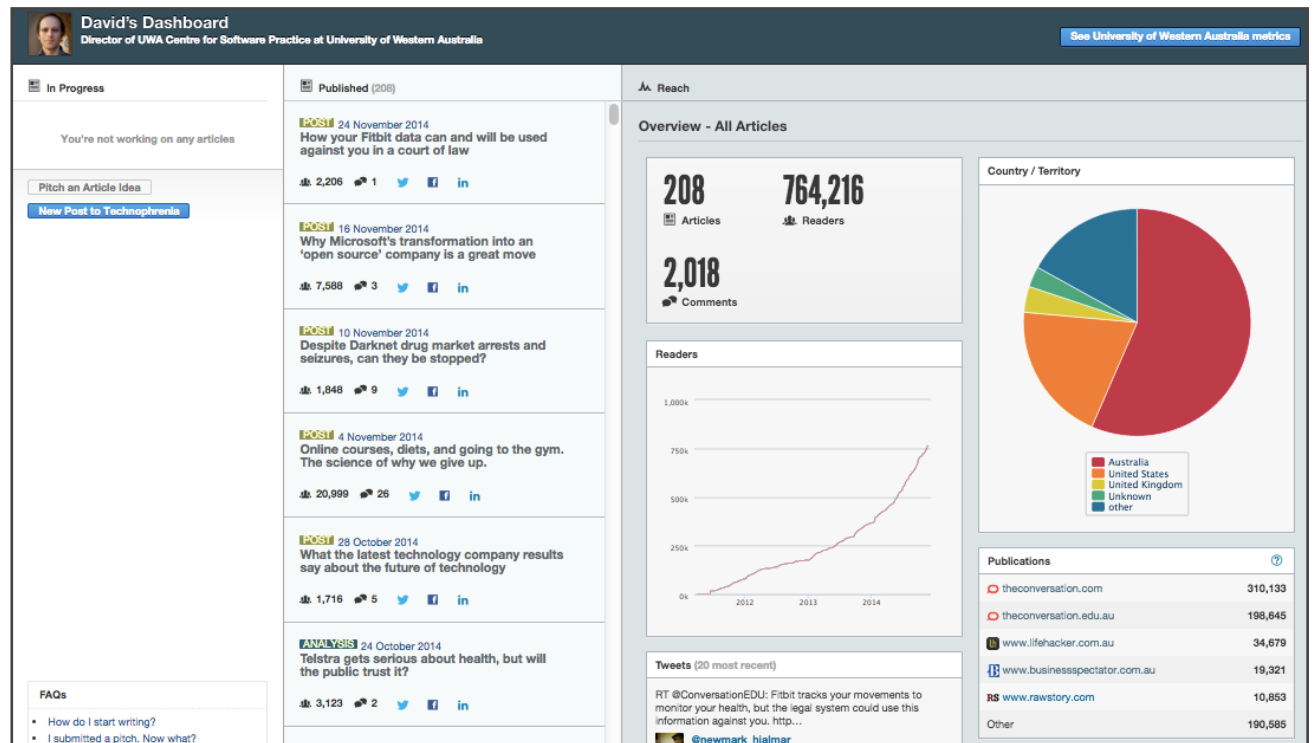
We are giving academics and researchers a voice in public discourse and a vehicle to showcase research and scholarship beyond the academic world. The Conversation metrics allows research institutes and government to have insight to author and institutional dashboards.

Author dashboards

We provide authors and partner institutions with public engagement metrics and dashboards that increasingly are being used to support promotions, funding applications and outreach key performance indicators.

Authors receive individual dashboards where academics and researchers can manage their public engagement and social impact on The Conversation. Author metrics include:

- Total articles, readers and comments
- Social media metrics (Tweets, Facebook Likes)
- Reader breakdown by location
- Publication module that shows sites that have republished the article under our open access, Creative Commons license.



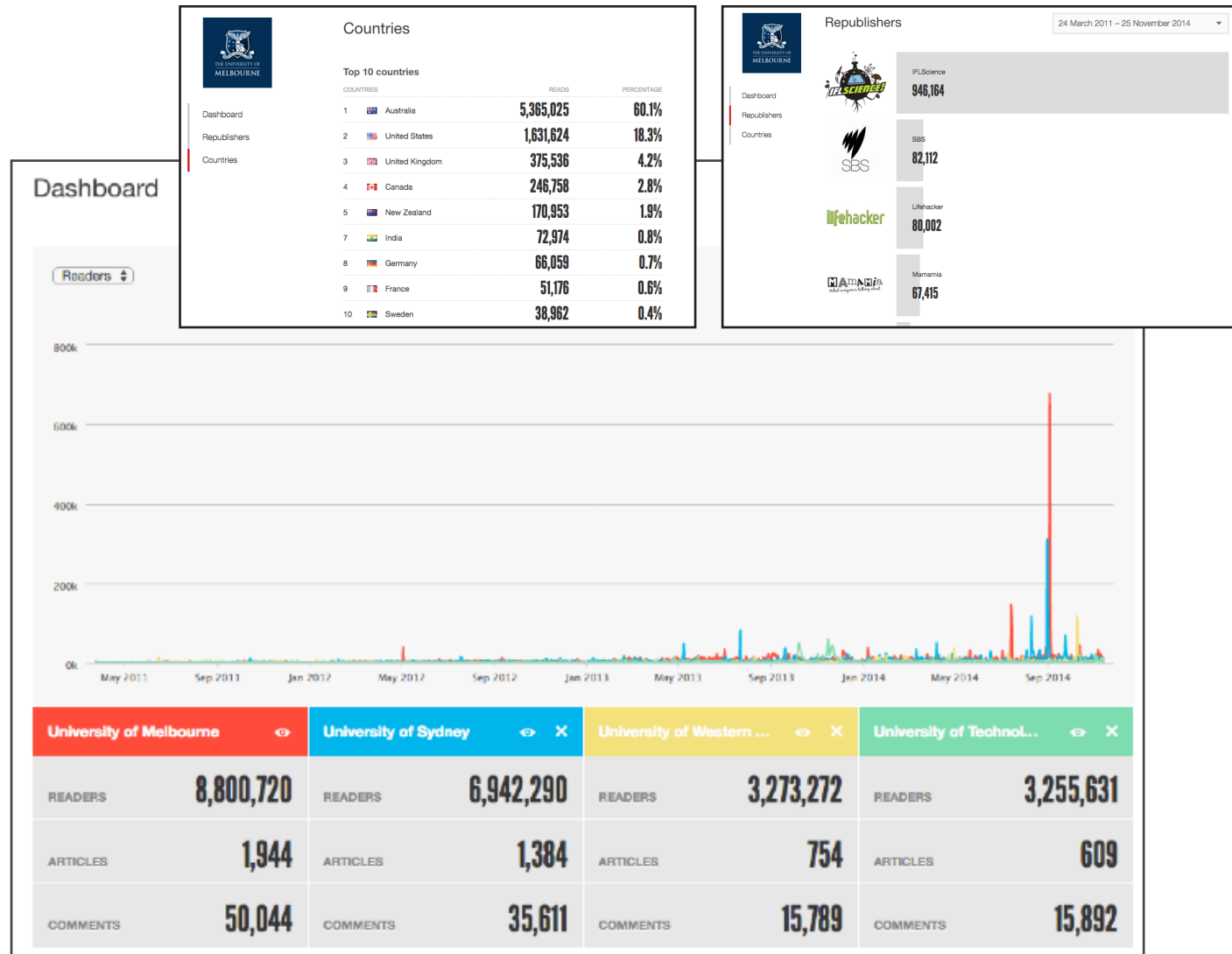
Institutional dashboards

We provide member (funding) universities and research institutions with institutional dashboards that aggregate author metrics to enable coordinated tracking, benchmarking and reporting of public engagement and social impact across organisations. Institutional metrics include:

- Graph and summary totals by institution for readers, articles and comments
- Comparison and benchmarking tool
- Top Authors and Commenters by institution
- Most Read and Commented on articles by institution
- Aggregated republication data showing readership by republishing sites.
- Reader breakdown by location

Deepening engagement

In 2015, we will continue to work with the sector on ensure our innovative metrics and dashboards support emerging standards and the need to evaluate public engagement and impact, particularly as we expand internationally and build a global platform.



INTERN PROGRAM

Forty-three students went through our popular internship program in 2014.

Interns join us part time for 12 weeks, and complete a structured program of recruitment, induction, and mentoring throughout their internship. They gain practical experience of all editorial aspects of our newsroom. Our ambition is to provide talented individuals with an internship program among the best in the industry.

The internship program is a partner/member benefit. This year we offered internships to students and recent graduates from: UniMelb, RMIT, Monash, Deakin, La Trobe, and welcomed interstate candidates from UTS, Sydney, UniSA, QUT, and Newcastle who completed intensive placements during university semester breaks.

Our graduating interns have gone on to secure jobs with The Conversation, Fairfax, regional papers, The Big Issue, community radio as well as other short-term contracts in the industry.

Thanks to the Copyright Agency for supporting our intern program.

““ The program is a good way to become well known and renowned as the industry’s next generation.

““ I felt trusted and valued.

““ I learnt so many skills that weren’t being taught at University. It’s a real-life experience that cannot be found elsewhere.

““ I enjoyed working everyday with experienced journalists and other professionals who are passionate about their work. I was made to feel a part of the team.

TECHNOLOGY: DRIVEN BY CBA

Our CMS platform - The ConversationCMS - was developed in Melbourne by The Conversation team to support our collaborative approach to journalism.

It's an innovative platform for collaborative writing, with a unique readability index, editorial workflow and approvals, and rich analytics. Most authors and editors say it's the best publishing tool they've used.

The Commonwealth Bank are our technology partner and provide services and funding to enable this platform. Without their support, we would not have the service to authors and readers we have today. We are grateful for their partnership and as Australia's largest bank applaud their vision and commitment to innovation.

CBA's world-class IT support has helped make The Conversation a reality.

The Conversation and CBA are strong partners in raising broader public literacy and understanding of society's problems, and offering where relevant, constructive solutions and ways forward for a smart, global and engaged Australia.



CommonwealthBank

Revisions history

Approval process + clear workflow

The screenshot displays the CMS interface for a draft article titled "Coal seam gas approvals need to look beyond water". The article text includes a link to a related article: "While 58 [coal and coal seam gas] (https://theconversation.com/coal-and-gas-projects-cant-be-rushed-heres-why-18739) projects are being pushed through the federal environmental assessment in Queensland, the Australian government has backed away from the process in New South Wales. Recently environment minister Greg Hunt decided that a proposal for...".

A blue banner titled "How Readable Are You?" is overlaid on the article text. It reports: "Your readability rating is 12. That means you write for High School students. To reach a wider audience, assume your readers have a year 10 education or less. Your average sentence has 21.13 words. Sentences with 17 words or less are easier to understand. Your average word has 1.71 syllables. Your word count is 824 words." Below this, "Simple Guidelines" are listed: "Keep paragraphs to a maximum of three sentences. Eliminate acronyms. Avoid jargon. Avoid stringing together multiple prepositions. Don't verb nouns."

On the right, a sidebar titled "Collaborators" shows "Alexandra Whitmore" as Editor and "Samantha Hepburn" as Lead Author. Below this, "Interviewees" and "Disclosures" are listed. A disclosure for "Samantha Hepburn (bank)" is visible, with a word count of 800 and a deadline of 11:00, Oct 11, 2015. A "Lead Image" is also shown.

Author + editor work simultaneously

Disclosure statements

JOBS, EVENTS + SPONSORSHIP

Our job board is a place where experts find jobs, and offers our readers job opportunities from the higher education, health, research, policy, IT and government sectors.

Advertisers use the job board to connect to our unique and highly educated audience, with 90% having a degree or higher. The job board is a useful tool to attract passive candidates who are not looking for a new role.

This year we have made the job board more accessible and traffic has grown significantly.

Throughout FY14, we travelled to universities in VIC, NSW, SA, WA and the ACT to update partners on Job Board activity.

In addition to predominately featuring academic roles, the Job Board branched out into non-academic 'expert' roles, featuring positions from organisations as diverse as CBA, Gartner, Greenpeace and the Fred Hollows Foundation. Other new advertisers included the Fulbright Commission, AFTRS (Australian Film, Television and Radio School), CBAA (Community Broadcasting Association of Australia), Crikey Media, Victoria Police and VTAC (Victorian Tertiary Admissions Centre).

Subscriber numbers to our email job alert have risen considerably over the past year, indicating an increasing level of engagement.

As newsletter subscribers continue to grow (over 75,000 readers now receive the newsletter), 2014 has seen a greater emphasis on using the newsletter as a means to connect organisations to our audience via sponsorship.

Sponsorship now takes place in 3 separate spots in the newsletter; in the top right hand corner, the bottom of the newsletter, and a new spot just below the lead story - this highly visible position has generated high click-through traffic for our sponsors.

THE CONVERSATION

Academic rigour, journalistic flair

Today's newsletter sponsored by
[Wired for Wonder](#)

EDITOR'S NOTE

With the Brisbane G20 leaders summit less than a fortnight away, we're beginning our [daily coverage](#).

In the coming days we'll be looking at the major policy agenda items, the policing of the summit, the politics, the diplomacy, and the odd piece that should bring a smile to your face. And, when the summit begins, we'll be at the international media centre with chief political correspondent Michelle Grattan and Susan Harris Rimmer, from ANU's Asia-Pacific College of Diplomacy.

And before all that, given it's Monday, you might want to consider where your [coffee bean's been](#).

Charis Palmer 

TOP STORY



Beans have travelled a long way to make your cup of coffee. Jack Fussell/Flickr

Where's that bean been? Coffee's journey from crop to cafe

By Don Brushett

Welcome to the third instalment in our series Chemistry of Coffee, where we unravel the delicious secrets of one of the most widely consumed drinks in the world. As you listen to the whirring grinders...



BUSINESS + ECONOMY

Explainer: who gets invited to the G20 summit, and why

By Susan Harris Rimmer, Australian National University

The G20 is full of traps for the unwary punter, new to its byzantine ways. There are not 20 member countries in the G20, for example. There are 19 countries, plus the European Union. In November, you will...

Government in a rush to make the wrong decision on submarines

By Goran Roos, Swinburne University of Technology

In the last week, Defence Minister David Johnston has flaccid a

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Academic rigour, journalistic flair

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- AFTRS
- Australia's National Research Organisation for Women's Safety
- BLACKMORES
- Curtin University
- Deakin University
- Flinders University
- Greenpeace Australia Pacific

Latest Jobs

Senior Lecturer, Education Early Years Program, Level C
Melbourne Polytechnic
Melbourne Polytechnic is seeking to appoint a Senior Lecturer to manage the implementation and delivery of the Bachelor of Education (Early Years)

Location: Preston VIC, Victoria
Posted: 19 hours ago

NEW

Senior Lecturer, Teaching Focused
Curtin University
Position Number: 3512446 Tenure: Continuing, full time Salary Range: \$109,942 to \$126,772 (ALC) Do you have the expertise to deliver high quality teaching within the School of Management? The ...

Location: Bentley, Western Australia
Posted: 20 hours ago

NEW

Pathways and Credit Coordinator
Macquarie University
An exciting opportunity exists for a Pathways and Credit Coordinator to support the Academic Programs Team within Macquarie International.

Location: Sydney, New South Wales
Posted: A day ago

NEW

Associate Lecturer Psychological Sciences (Teaching Specialist) Two Positions
University of Melbourne
New positions exist for two Associate Lecturers in the Melbourne School of Psychological Sciences

Location: Parkville, Victoria
Posted: A day ago

NEW

Events

This year we introduced TC Events. Set up in a similar manner to TC Job Board, TC Events allows all partners and relevant supporters to showcase their upcoming public lectures, symposiums and conferences to our growing audience.

TC Events gain added exposure by featuring on-site as well as in our daily newsletter.

cit of caution

son: a tale of two eting narratives

Leigh's Mr Turner oil painting

[MORE JOBS](#)

Events New

Sydney Ideas - Living by Numbers? Metrics, algorithms and the sociology of everyday life – University of Sydney

Melbourne Doctoral Forum on Legal Theory – University of Melbourne

BioInfoSummer 2014 – Monash University

Industry Open Day – Swinburne University of Technology

[MORE EVENTS](#)

HIGHLIGHTS: ARTS + CULTURE

Our dedicated section launched in October 2013, so this was our first full year of operation.

Our in-depth coverage of Sydney Biennale's split from its major sponsor Transfield brought new perspectives to the politics of arts funding, artist boycotts and philanthropy.

The role of feminism in contemporary culture has been a central theme of 2014, with a wide range of cultural experts weighing in on its interpretation in literature, music, popular culture and video gaming.

Three ongoing series – “The case for” (talking about Australian literature), “Sublime design” (looking at design classics), “The story of” (explaining the origins of iconic fashion items) – have introduced a number of excellent new voices in the fields of Australian literature, architecture and design.

We have run a great many arts reviews, covering books, film, stage, TV, performance, dance, photography, architecture, fashion, visual art and videogames. These include the Adelaide Biennial, Melbourne Fringe, Sydney Biennale, Sydney Festival, Adelaide Festival, Brisbane Festival, National Architecture Awards, Melbourne Writers Festival, Sydney Writers Festival, Melbourne Fashion Week, Sydney Fashion Week, and several others.

Our obituaries coverage has included comment and analysis on the lives and contributions of among others – Maya Angelou, Peaches Geldof, Rik Mayall, Bobby Womack, Peter Sculthorpe, Gavin Jones, Robin Williams, Richard Attenborough, Joan Rivers, Pete Seeger.

Other highlights: Christine Nicholls popular five-part series on “Dreamtime” and “The Dreaming”; public morality series generating discussion about the place of moral philosophy in the 21st century; federal budget analysis by arts and culture policy experts; The Future of Public Broadcasting series on the role of taxpayer-funded broadcasters.

Top 10 most-read articles

Peaches Geldof and the new, hyper-experience of mortality, by Rosemary Overell at University of Otago

Actually, women, you do need feminism, by Michelle Smith at Deakin University

Three questions not to ask about art – and four to ask instead, by Kit Messham-Muir at University of Newcastle

Death and families: when ‘normal’ grief lasts a lifetime, by Zoe Krupka at La Trobe University

The rape scene in Brad Pitt's Fury no-one is talking

about, by Melanie O'Brien at University of Technology Sydney

We don't need no (moral) education? Five things you should learn about ethics, by Patrick Stokes at Deakin University

SBS's First Contact is the real 'festering sore' of the nation, by Chelsea Bond at University of Queensland

Lorde vs Miley – where young feminism meets old class bias, by Rosemary Overell at University of Otago

Girl crush anyone? The evolution of 'lesbian chic', by Kate Farhall at University of Melbourne

King hits: young men, masculinity and violence, by Raewyn Connell at University of Sydney

HIGHLIGHTS: BUSINESS + ECONOMY

Our federal budget coverage this year profiled new authors, a dedicated newsletter, academics writing from inside the budget lock-up, and our popular budget infographics.

Our Commission of Audit coverage provided explainers, infographics, expert reaction and in-depth coverage from across all editorial sections.

We published an interactive map in collaboration with researchers from Charles Darwin and Griffith University showing the suburbs hardest hit by unemployment.

Joesph Stiglitz spoke to us in an audio interview – one of few media interviews on his visit to Australia – about the role of inequality in society, rent-seeking, and Australia's economic transition from the mining boom.

In collaboration with ANU and Department of Prime Minister and Cabinet, we ran a policy debate on Renewing Federalism, presenting academic input on issues from tax reform, education, to democracy. The series of 14 articles culminated in a public symposium in Canberra, where authors presented ideas alongside government representatives on issues feeding into the federation white paper.

Coordinated with our UK and US colleagues, our G20 coverage included analysis of major policy agenda items, the politics, diplomacy and policing of the summit, as well as an academic accredited as our G20 correspondent.

Other highlights: a podcast on the business of IVF; series on the future of manufacturing industry; analysis of whether Australia has a budget crisis; series on gender equality; series on insecure work; series on personality tests; series on native advertising.

Top 10 most-read articles

The greatest gaffes of the G20, by Charis Palmer at The Conversation

Infographic: the promises vs budget measures, by Charis Palmer and Emil Jeyaratnam at The Conversation

Who will bear the \$60m cost of the search for MH370?, by David Hodgkinson at University of Western Australia and Rebecca Johnston at University of Notre Dame Australia

A thin blue line: how Facebook deals with controversial content, by Sean Rintel at University of Queensland

Infographic: federal budget at a glance, by Charis Palmer and Emil Jeyaratnam at The Conversation

How Australia's ageing population could push house prices down, by Ross Guest at Griffith University

Unemployment ... coming to a suburb near you, by Bill

Mitchell at Charles Darwin University and Scott Baum at Griffith University

Bill Shorten's budget reply: experts react, by Tim Pitman at Curtin University, Glenn C. Savage at University of Melbourne, Margaret McKenzie at Deakin University, Richard Holden at UNSW Australia Business School, Stephen Leeder at University of Sydney

Seven things keeping house prices high (and foreign investment isn't one of them), by Charis Palmer and Emil Jeyaratnam at The Conversation

Will Malaysia Airlines be liable for compensation for MH370?, by David Hodgkinson at University of Western Australia and Rebecca Johnston at University of Notre Dame Australia

HIGHLIGHTS: EDUCATION

Our dedicated education section launched in October 2013, so this year was the first full year of operation.

The proposed deregulation of university fees announced in the May budget dominated education policy this year. We ran more than 80 articles that analysed issues from market system and equality, scholarship allocation, education as a public benefit or private commodity, different fee scenarios and more. Authors included many Vice-Chancellors, leading economists, and exclusive modelling from NATSEM that not only provided figures, but also analysed data released by the political parties, unions and others.

We ran exclusive research on the benefits, or lack thereof, of private compared to public education, with articles securing over 400,000 reads and extensive media coverage across radio and legacy media.

The Alternative Schooling series provoked much discussion on how Steiner and Montessori education stack up against mainstream schooling.

We continue to be used as a resource for teachers and students. Some of our content has been mapped to the Australian curriculum where it can be searched and accessed by teachers nationally.

Other highlights: The Bullying in Schools series, commissioned in conjunction with The Conversation UK; a popular series on parenting including explainers

on “gentle parenting” and “bulldozer parents”; our high school exam guide, which covered how to blitz various types of exams, how to deal with stress, and how parents can support their kids going through exams.

Top 10 most-read articles

Why some kids can't spell and why spelling tests won't help, by Misty Adoniou at University of Canberra

State school kids do better at uni, by Barbara Preston at University of Canberra

Private schooling has little long-term pay-off, by Jennifer Chesters at University of Canberra

'Gentle parenting' explainer: no rewards, no punishments, no misbehaving kids, by Rebecca English at Queensland University of Technology

How to tell if your child has a speech or language impairment, by Elise Baker and Natalie Munro at University of Sydney

Graduates from prestigious universities earn more over their lifetime, by Alexandra Hansen at The Conversation

Homework – what's the point of it?, by Misty Adoniou at University of Canberra

Hopefully, literally, begs the question: the three most annoying misuses in English, by Baden Eunson at Monash University

Raising the cost of a PhD, by Emmaline Bexley at University of Melbourne

'Chalk and talk' teaching might be the best way after all, by Kevin Donnelly at Australian Catholic University

HIGHLIGHTS: ENERGY + ENVIRONMENT

On climate change, we provided independent analysis of the carbon price repeal and the government's Direct Action climate policy. At the international level we covered the IPCC's Fifth Assessment Report, and the UN Climate Summit in New York.

We provided strong evidence-based coverage of shark culling, including commissioning original research that questioned whether human lives are saved through shark culling. The cull policy has now been dropped.

We ran extensive coverage on the Great Barrier Reef Marine Park and the plans to dump dredge spoil, including a popular and heated Q&A with the authority chief about facts and myths around dredging.

Our popular story on cannibal horses in the Snowy Mountains presented original research on the case for more sustainable aerial culling. The article received extensive media follow up as well a lively social media debate.

Other highlights include: release of CSIRO's research on fracking in Queensland; viral spike on an article showing 99.999% certainty that humans are causing climate change; coverage of the world heritage debate particularly on Tasmanian forests; our obituary that said farewell to the last Christmas Island forest

skink; coverage of the approval of Australia's largest coal mine; coverage of the Morwell coal fire; our insider's perspective of the global attack on climate science and weather bureaus.

Top 10 most-read articles

Ordering the vegetarian meal? There's more animal blood on your hands, by Mike Archer at University of New South Wales

99.999% certainty humans are driving global warming: new study, by Philip Kokic, Steven Crimp and Mark Howden at CSIRO

Top five myths about genetic modification, by Richard Richards at CSIRO

Vegetarians cause environmental damage, but meat eaters aren't off the hook, by Patrick Moriarty at Monash University

What our love affair with coffee pods reveals about our values, by John Rice at Griffith University and Nigel Martin at Australian National University

An insider's story of the global attack on climate science, by Jim Salinger at University of Auckland

Don't get too excited, no one has cracked nuclear fusion yet, by Matthew Hole at Australian National University

The 'pre-Holocene' climate is returning – and it won't be fun, by Peter Fisher at RMIT University

How to keep your house cool in a heatwave, by Wendy Miller at Queensland University of Technology

The grim story of the Snowy Mountains' cannibal horses, by Don Driscoll and Sam Banks at Australian National University

HIGHLIGHTS: HEALTH + MEDICINE

We provided extensive coverage from the AIDS2014 conference, Australia's biggest ever conference, including the latest research, analysis and video interviews.

We published 50+ articles on health system financing. This was dominated by coverage of the proposed GP co-payment, including exclusive modeling of its impact on hospital emergency departments. We also explored alternative visions for the nation's health system. This included a seven-part series and infographic examining the lessons Australia can learn from key international health systems to contain costs and improve access to care and health outcomes.

We published in-depth series on child protection, health financing, biology and criminal responsibility, and international comparison of Australia's health system.

Our popular consumer Health Check series continued and generated extensive discussion on ear wax, how to get pregnant, cooking oils and fats, and more.

We welcomed psychiatrist Steve Ellen, whose column "Life on the Couch" shines a psychological light on people, culture and society.

We were shortlisted as a finalist in the UN Association Human Rights Media Award for our Domestic Violence in Australia series.

Other highlights: coverage of Indigenous health issues;

Ebola epidemic, in collaboration with our UK and US colleagues; food marketing tricks; end-of-life care.

Top 10 most-read articles

Health Check: five supplements that may help with depression, by Jerome Sarris at University of Melbourne

Six foods that increase or decrease your risk of cancer, Tim Crowe at Deakin University

Old dope, new tricks: the new science of medical cannabis, by Iain McGregor and David Allsop at University of Sydney

'Shock and kill' approach cures mice of HIV in world first, by Reema Rattan and Alexandra Miller at The Conversation

Brains, genes and chemical imbalances – how explanations of mental illness affect stigma, by Nick Haslam at University of Melbourne

Health Check: what you need to know about ear wax, by Chris Brennan-Jones at University of Western Australia

Health Check: five must-have foods for your shopping trolley, by Clare Collins at University of Newcastle

How the bacteria in our gut affect our cravings for

food, by Vincent Ho at University of Western Sydney

Health Check: five foods to always avoid at the supermarket, by Clare Collins at University of Newcastle

Explainer: how much sleep do we need?, by Gemma Paech at University of South Australia

HIGHLIGHTS: POLITICS + SOCIETY

The Abbott government's policy reviews, its Commission of Audit and its first budget in May all demanded extensive expert analysis of potentially nation-changing proposals. Our timely coverage injected new voices and sparked discussion.

Setting the scene ahead of the budget, we ran our State of Australia series, asking 10 authors to look beyond the structural deficit towards our health, wealth, education, culture, environment, well-being and international standing.

Our Remaking Australia series examined the Coalition's first year in office.

We also put neglected social issues on the agenda, with series on class in Australia, youth in Australia and domestic violence all attracting significant attention. Both sides of politics cited an article we had published when they voted to pass legislation to expunge past convictions for homosexual acts.

Michelle Grattan continued to report and assess developments from the nation's capital with the benefit of decades of experience and a base of knowledge and breadth of perspective that are unrivalled in the Australian political media today.

Other highlights: The Snowden revelations of mass surveillance by intelligence agencies; analysis of the rise of Islamic State and the raising of the terrorist

threat rating; a series of legislative measures that the Prime Minister conceded traded freedom for security; Australia's return to military operations in Iraq; the hardline and secretive implementation of policies to "stop the boats"; an ultimately ill-fated attempt to change racial discrimination law and a return to Howard-era "culture wars".

Top 10 most-read articles

No, you're not entitled to your opinion, by Patrick Stokes at Deakin University

The end justifies the means: why Queensland is losing the bikie war, by Terry Goldsworthy at Bond University

Islamic State wants Australians to attack Muslims: terror expert, by Nick O'Brien at Charles Sturt University

How to help take control of your brain and make better decisions, by Daniel Bennett at University of Melbourne

Crime stats provide reality check in Queensland's bikie crackdown, by Terry Goldsworthy at Bond University

'Fair trade' cocaine and 'conflict-free' opium: the future of online drug marketing, by James Martin at Macquarie University

Walter Mitty and The Secret Life of MTV, by Lauren Rosewarne at University of Melbourne

Bogans and hipsters: we're talking the living language of class, by Christopher Scanlon at La Trobe University

Explainer: can the Senate block the budget?, by Adam Webster at University of Adelaide

Income and wealth inequality: how is Australia faring?, by Peter Whiteford at Australian National University

HIGHLIGHTS: SCIENCE + TECHNOLOGY

In partnership with chief scientist Ian Chubb, we co-commissioned a 14-part series on the contribution of each of the major science disciplines to Australia. Series authors included past and present chief scientists, and two Nobel Laureates. The series concluded with a symposium at Parliament House, where our authors presented their ideas alongside the chief scientist and industry minister Ian Macfarlane to a room of around 140 stakeholders and a live-streamed audience of 2,300. A book version of the series was published by the philanthropic Future Leaders and freely distributed to participants as well as to schools, libraries and MPs across the nation.

We covered the science, business, and social aspects of sport with dedicated sections on Sochi Winter Olympics and Paralympics, World Cup, Commonwealth Games.

We presented techniques for debunking science myths and conspiracies, and how to debate trolls - all of which cause quite a reaction in comments.

Other highlights: Understanding Research series, Chemistry of Coffee series; articles in collaboration with the Australian Academy of Science's Science Stars of Tomorrow; response and impact of government cuts to science funding; and coverage of missing flight MH370 and downed flight MH17.

Top 10 most-read articles

Born this way? An evolutionary view of 'gay genes', by Jenny Graves at La Trobe University

There's no such thing as reptiles any more – and here's why, by Dustin Welbourne at University of New South Wales

Why so many domesticated mammals have floppy ears, by Jeffrey Craig and Don Newgreen at Murdoch Childrens Research Institute

Do we really only use 10% of our brain?, by Amy Reichelt at University of New South Wales

The journey to the other side of absolute zero, by Tapio Simula at Monash University

When parallel worlds collide ... quantum mechanics is born, by Howard Wiseman at Griffith University

The 10 stuff-ups we all make when interpreting research, by Rod Lamberts and Will Grant at Australian National University

What I learned from debating science with trolls, by Michael Brown at Monash University

The palaeolithic diet and the unprovable links to our past, by Darren Curnoe at University of New South Wales

Explainer: why chilli burns, and milk helps soothe the pain, by Alex Russell at University of Sydney

Writing for The Conversation

Members of academic or research institutes are eligible to write for The Conversation.

Our articles are initiated either through commission from our editors, or through the pitch function, where academics contact us with their ideas for an article. Media teams at member institutions receive a daily expert call out listing topics we're seeking to commission on.

We can't publish every story pitched. The number of pitches we receive has increased with our growing author base. Sometimes we receive multiple pitches on the same topic, or have already covered the issue. We aim to respond to pitches within 24 hours. We use our editorial judgment to maintain the quality of content and it is this combination of "Academic Rigour, Journalist Flair" that underpins the quality of The Conversation.

HIGHLIGHTS: MULTIMEDIA + COMMUNITY

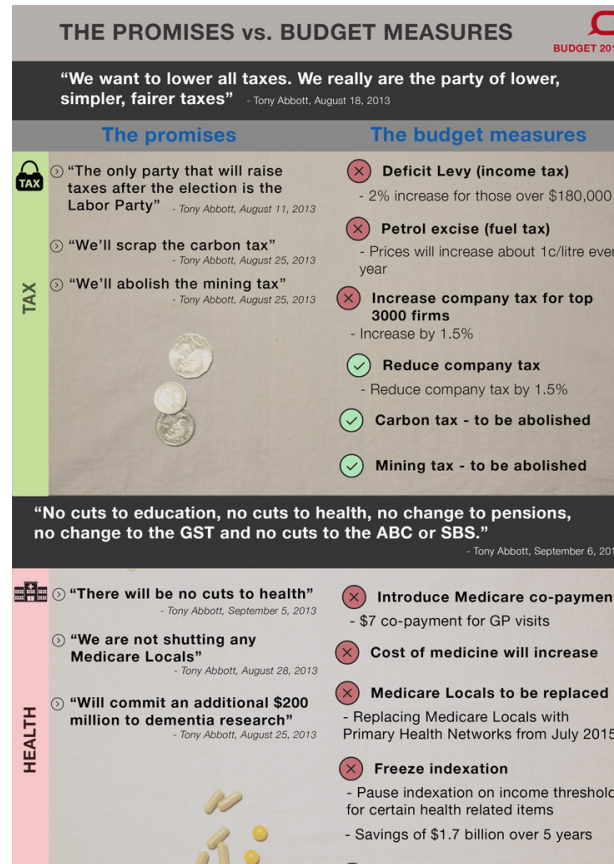
Multimedia

We appointed a multimedia editor this year to increase the amount of infographic, video and audio content.

Infographic highlights: our two budget graphics, published straight after lock-up on budget night which secured more than 30,000 reads each; domestic violence in Australia graphic; our child protection graphic that introduced a series on the topic; and graphics providing international comparison of health systems.

We introduced TC-TV, and produced a series of 12 videos in partnership with SBS. The popular video on how tattoos are removed secured 12,000 views.

On audio, we started the Speaking With podcast series, where our academics spoke with individuals ranging from Canadian astronaut Chris Hadfield, to The New Yorker TV critic Emily Nussbaum, mountaineer Andrew Lock and others. We spoke with Professor Joseph Stiglitz on one of his few media interviews in Australia and covered of the Melbourne Writers Festival. Michelle Grattan's podcasts continue to prove popular.



An excerpt of our budget infographic

Comments + community

We want The Conversation to be a place for intelligent discussion. We appointed a community manager this year, to work with the community to improve the overall quality of comments on site. Quality of comments has dramatically improved in 2014.

We re-launched our community standards, tightened up our real-name policy, the requirements for comments to be on topic, and increased our moderation against trolling.

To encourage author participation – which we know increases the quality of discussions – we encourage author participation in comments. We introduced author Q&As that provide opportunity for readers to connect with authors and engage in further discussion. These Q&As have ranged all sections and topics, and especially popular topics have included Great Barrier Reef Marine Park dredging and the silence around sexual abuse of scientists.

We also launched a community council of 10 readers and 20 academics who have increased moderation powers and provide expert guidance to comments.

As elsewhere across the internet, some problems persist around issues such as climate change, sexism and racism, but we are pleased these comments are becoming more marginalised by a constructive and valuable debate across the site.

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