

# THE CONVERSATION

Academic rigor. Journalistic flair.

2013 Stakeholder Report



# FROM THE EDITOR

It's been a big year for The Conversation: another 12-months of rapid growth, expanded editorial service, globalization, and consolidation.

We almost tripled the audience since last year to 1.4m unique visitors a month, with one million from Australia and the rest overseas.

The reach is much higher because media widely republishes our content in print and online. We publish under Creative Commons, making The Conversation an open (and free) resource for the media for articles, ideas and new people to interview.

In May, we launched the UK with a team of 12, now increased to 16. The UK newsroom is at City University, London. We're appointing a Scotland Editor to help cover next year's Independence referendum and the Commonwealth Games in Glasgow.

The editorial high point this year was our Election coverage, which won many plaudits. It was our first election and readers valued the range of independent voices, our engagement in scoping and analysing policy issues, and the watchdog/scrutiny activities offered by our Election FactCheck service and Media Watch panel.

Michelle Grattan wrote extensively during the election (including an interview with Tony Abbott) and her Radio National contributions provided invaluable insights. We were rewarded with high traffic including 360,000 unique visitors for the final campaign week. A book of our Election coverage has been published which is being distributed free to parliamentarians, universities, schools and readers.

We also launched the new Arts+Culture and Education sections, which in many ways these sections are the final pieces in the jigsaw to provide "universal" coverage.

We have raised the profile of The Conversation within schools as a classroom resource.

A Community Manager will join us in 2014 to help monitor the quality of conversations and have compliance with our Community Standards. We plan to appoint a Multimedia Editor to increase video, graphics and data journalism.

And of course, thanks to our Partners, Members and readers who donated and became Friends of The Conversation, without whom The Conversation wouldn't happen.

It's been a very busy and productive 12 months. And we have a lot planned for 2014 to ensuring continuous development and improvement in our quest to build a world-first platform of trusted information. Thank you for being part of that quest, and for helping create better conversations.

**Andrew Jaspán**

Editor and Executive Director

# FROM THE CHAIR

The success and growth in 2013 of The Conversation is proof that here is a great thirst for high quality trusted information and better debate in our society.

Thanks to all my fellow board members, who have embraced the bold and ambitious plan for The Conversation. We are all committed to making a real difference to public debate and discourse. There are many challenges in constructing such a radically different way of unlocking information and disseminating it to the world, and the team has showed enormous commitment to making it happen.

To our university founders and members and CSIRO, we are only here with your support. To corporate partners CBA, Corrs Chambers Westgarth, our Government funders and to all the Friends of The Conversation who have donated money and time – we are very grateful.

## **Robert Johanson**

Chair, Board of Directors

The launch of our new Arts section this year has been a highlight. A great example of connecting arts academics to new audiences, particularly in a time where there has been a collapse in mainstream coverage of the Arts.

I'm proud to be part of The Conversation and to be helping create a place for analysis, debate and better, informed conversations.

## **About The Conversation**

How do we reignite, and provide for, informed public discourse in the issues that matter today? How do we kick-start vitality and sustainability into journalism and its business models?

Born by the idea that we can turn the university and research sector into a giant editorial resource to drive a new, direct channel of information, The Conversation aims to mine this intellectual gold, polish it and share it with the public.

This re-imagining of journalism sees our team of editors unlock the global repository of knowledge, expertise and research that sits within the "ivory towers" of the world's universities.

The Conversation translates academic complexity, from the world's foremost thinkers and researchers, into useable plain English that is accessible to all. Putting informed and credible discussion back on the agenda, above the ever-growing sea of white noise.

# 2013 IN REVIEW

## January

- 4,600 authors, 28,000 newsletter subscribers, and 660,000 unique visitors a month
- Massey University joins

## March

- 3 year anniversary

## May

- Launch of The Conversation UK
- James Cook University joins

## February

- Michelle Grattan joins as chief political correspondent at University of Canberra
- Curtin University joins
- University of Sunshine Coast joins

## April

- 1.3 million unique visitors a month

## June

- Maths + Science education series in Canberra with chief scientist Ian Chubb

## July

- Launch of Election FactCheck service
- 10,000th article published

## September

- Our first Federal election coverage
- Australian Catholic University joins

## November

- University of Sydney joins
- 100,000 unique views to Job Board

## August

- 7,000th academic registers to write

## October

- Launch of Arts + Culture, Education
- The first-ever hard-copy book “The Explainer”, in collaboration with CSIRO, hits bookshops
- The book “99 medical myths and counting” is released
- Australian National University joins

## December

- Launch of our book “The Story of the 2013 Election” at Parliament House
- 8,400 authors, 55K newsletter subscribers, and 1.4 million unique visitors a month

# HIGHLIGHTS: ARTS + CULTURE

## Highlights

- With the support of our university partners and Screen Australia, we launched in October. The section covers design, architecture, literature, fashion, performing and visual arts, film, music, religion, innovation, philosophy, TV, gender, social issues and more. Responding to increasingly shallow arts coverage elsewhere in the media, we hope our Arts + Culture section will help satisfy readers' hunger for something a little deeper than a product review, or entertainment dressed as arts coverage.
- We have 10 columnists and several new authors. Among these several have been picked up on TV and radio.
- Our Foundation Essays started conversations on issues such as funding the arts, whether Australia "gets" culture, the role of religion in contemporary Australia, and Indigenous Australia in 2013.
- John Willsteed of The Go-Betweens (now at Queensland University of Technology) wrote for us as part of our coverage on the death of Lou Reed. Annamarie Jagose's "The Trouble with Gay Marriage" enjoyed a large readership (over 20,000) and was widely commented on.
- Other highlights: Stop demonising McMansions, Beyond words: how fonts make us feel, and Google Books wins 'fair use' but Australian copyright lags.

## Top 10 most-read articles

- The trouble with gay marriage, by Annamarie Jagose at University of Sydney.
- When Tony Abbott met Socrates, by Graham Priest at University of Melbourne.
- Beyond words: how fonts make us feel, by Louise McWhinnie at University of Technology, Sydney.
- Does Australia get culture? by Julian Meyrick at Flinders University.
- Stop demonising McMansions, by Steve King at University of New South Wales.
- Google Books wins 'fair use' but Australian copyright lags, by Nicolas Suzor at Queensland University of Technology.
- Schoolies, toolies and foolies – in the market for a rite of passage, by Andrew Hughes at Australian National University.
- Cultural cringe and Ja'mie, Private School Girl, by Michelle Smith at Deakin University.
- The Australians who created the sonic world of Doctor Who, by Liz Giuffre at Macquarie University.
- What is a book in the digital age? by Zoe Sadokierski at University of Technology, Sydney.

# HIGHLIGHTS: BUSINESS + ECONOMY

## Highlights

- Our economic and business academics provided expert explanation and facts for our election coverage.
- We continued our monthly Shadow Board coverage, which asks industry and academic economists what interest rate the Reserve Bank of Australia should set.
- We ran a popular series on forces disrupting big business in Australia, such as collaborative consumption. Our series on the Trans-Pacific Partnership investigated the many issues of this controversial trade agreement.
- Susan Harris Rimmer, from Asia Pacific College of Diplomacy at ANU, was on the ground at the G20 Leaders Summit in St Petersburg, and provided daily coverage on proceedings.
- In a joint video project with SBS, Dr Ken Henry spoke about how Australia can reposition itself as a quality supplier of high grade goods and services to a growing Chinese middle class.
- Other highlights: Explainer: why the US government is facing (another) shutdown; The truth about FBT on cars; meaningful tax reform is hard; Making cents of a falling Australian dollar and more.

## Top 10 most-read articles

- Explainer: why the US government is facing (another) shutdown, by Nicole Hemmer at University of Sydney.
- The truth about FBT on cars: meaningful tax reform is hard, by Dale Boccabella at University of New South Wales.
- Making cents of a falling Australian dollar, interviewed: Mark Crosby at Melbourne Business School; Graeme Wells at University of Tasmania; Jakob Madsen at Monash University.
- FactCheck: is Australia losing one manufacturing job every 19 minutes? by Fabrizio Carmignani at Griffith University and Phil Lewis at University of Canberra.
- The Coalition's NBN policy is a triumph of short-termism over long-term vision, by Peter Gerrand at University of Melbourne.
- Property bubble? That's the theory, anyway, by Philip Soos at Deakin University.
- The future for Ford workers: literacy will be key, by Stewart Riddle at University of Southern Queensland.
- Beware the pitfalls of the discretionary family trust, by Dale Boccabella at University of New South Wales.
- The Boomer housing bust: coming to Australia? by Nicole Gurran at University of Sydney.
- The sharing economy spooking big business, by Chris Riedy at University of Technology, Sydney.

# HIGHLIGHTS: EDUCATION

## Highlights

- We've been covering education for sometime, and were pleased to bring this together with a dedicated Education section that launched in October. The section covers education issues from pre-school through to higher education, including online education, open access learning, education technologies, Gonski and funding models, assessment models, literacy and others.
- We held a policy debate in Canberra on the state of maths and science education, where 5 of our academics discussed their ideas with Chief Scientist Prof Ian Chubb. The academic panel was selected from a series of 11 articles published on the topic, themselves curated from around 60 submissions to an author call-out. The 2-hour symposium was attended by around 50 stakeholders and live-streamed to an audience of over 1,000.
- We deepened our engagement with the school sector, with our content increasingly being used as a classroom resource for parents and teachers alike.
- Other highlights: In Conversations with Leszek Borysiewicz and Lynn Meek and Andrew Robb; Gavin Moodie's FactChecks, research showing "You may as well use postcodes for university admission"; explainers on Gonski; and Jane Caro's commentary that "Ja'mie Private School Girl stereotypes will make you laugh and cry".

## 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.
- Lost for words: why the best literacy approaches are not reaching the classroom, by Misty Adoniou at University of Canberra.
- Doing a PhD can be a lonely business but it doesn't have to be, by Hamza Bendemra at Australian National University.
- Ditching Gonski: what's so unfair about funding based on need? by David Zyngier at Monash University.
- Gonski is gone but can anything be salvaged? by Louise Watson at University of Canberra.
- What do young people really know about climate change? by Vaile Dawson and Katherine Carson at Curtin University.
- The failure of Udacity: lessons on quality for future MOOCs, by Jason Lodge at Griffith University.
- What would a more literate world look like? by Stewart Riddle at University of Southern Queensland.
- Drugs for grades: the realities of academic doping, by Cynthia Forlini and Bradley Partridge at University of Queensland.
- Cloud schooling: why we still need teachers in the internet age, by John Quay at University of Melbourne.



# HIGHLIGHTS: ENVIRONMENT + ENERGY

## Highlights

- Climate change remained in the public and political debate and we provided independent evidence on the proposed domestic policy options to managing greenhouse gas emission: from a fixed carbon price, to an emissions trading scheme, to Direct Action.
- We provided extensive analysis and explanation of the Intergovernmental Panel on Climate Change's Fifth Assessment Report, in collaboration with our UK newsroom; and reported from the Warsaw climate negotiations.
- We covered the Tasmanian bushfires, including bushfire modelling, adapting to bushfires, links with climate change, and historical context. We provided analysis of Australia's "angry summer" including heat waves, floods and bushfires.
- In collaboration with Charles Darwin University, we responded to political enthusiasm for redeveloping the north and looked at the potential for sustainable development in the region.
- Other highlights: our popular "Australia's critically endangered species" series, analysis of electricity prices, our "Good earth" series on soils and food, and the continuing threats to the Great Barrier Reef's World Heritage Status, as well as popular articles on Why is Antarctic sea ice growing? and Target's plastic bag backdown.

## 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.
- Australia makes a bad start at Warsaw climate change meeting, by Ian McGregor at University of Technology, Sydney.
- What's causing Australia's heat wave? by Neil Plummer, Blair Trewin, David Jones, Karl Braganza and Rob Smalley at Australian Bureau of Meteorology.
- Why is Antarctic sea ice growing? by Guy Williams at University of Tasmania.
- Australia's critically endangered animal species, by Jane Rawson at The Conversation.
- 'Scientists confess'? The attack on the IPCC that went terribly wrong, by David Holmes at Monash University.
- There is no such thing as climate change denial, by John Cook at University of Queensland.
- Why did the Tasmanian tiger go extinct? by Marie Attard at University of New South Wales.
- 2013 shaping up to be one of Australia's hottest years on record, by Blair Trewin, David Jones, Karl Braganza and Rob Smalley, Australian Bureau of Meteorology.
- How to heat your house efficiently, by Will J Grant at Australian National University.

# HIGHLIGHTS: HEALTH + MEDICINE

## Highlights

- We introduced two new series: Health Check, a weekly series where experts inject evidence into popular health discussions; and “Viewpoints” where we present multiple views and evidence on the same issue. Our viewpoints on being healthy at any weight and three-parent IVF sparked good debate.
- Our 100th medical myth was published, and we released a book version of all our medical myths.
- Topics we covered this year included: state of the nation’s health budget in a ten-part series on health rationing; series on flu, pharmacies, DSM-5, the anniversary of the Human Genome Project, alcohol in Australia, depression and more.
- Rachael Dunlop’s article “Six myths about vaccinations and why they’re wrong”, which went viral and became our most read article ever, with 761,000 reads. (It overtook the long-standing most-read article by Patrick Stokes, “No, you’re not entitled to your opinion”, which has had 550,000 reads.)
- Other highlights: the 5:2 diet, the history of the ape insult, clinical trials, and health effects of caffeine.

## Top 10 most-read articles

- Six myths about vaccination – and why they’re wrong, by Rachael Dunlop, University of Technology, Sydney.
- Monday’s medical myth: you can’t mix antibiotics with alcohol, by Michael Vagg at Barwon Health.
- Plain cigarette packaging works: study, interviewed: Simon Chapman at University of Sydney and Paul Harrison at Deakin University.
- Wind turbine syndrome: farm hosts tell very different story, by Simon Chapman at University of Sydney.
- Putting it off: some ideas about why we procrastinate, by Amy Reichelt at University of New South Wales.
- Sweet news: No evidence that artificial sweetener aspartame’s bad for you, by Chris Forbes-Ewan, Defence Science and Technology Organisation.
- Bare necessity? Public health implications of removing pubic hair , by Spring Chenoa Cooper and Anthony Santella at University of Sydney.
- Soy versus dairy: which milk is better for you? by Suzie Ferrie at University of Sydney.
- Does using Facebook really make people miserable? by Rebecca Syed at King’s College London.
- Health Check: does caffeine enhance performance? by Chris Forbes-Ewan at Defence Science and Technology Organisation.

# HIGHLIGHTS: SCIENCE + TECHNOLOGY

## Highlights

- Our Tour de France coverage on pedalling technique, nutrition, and science of muscles was popular and widely republished on SBS Cycling Central.
- We explained the field of science behind each of the winning Nobel Prizes; and entered the world of strategy and adrenalin of the World Chess Championship. When the National Security Agency leaks occurred, we explained the technology of surveillance and what can be done to protect identities of individuals and governments.
- We got behind the politics of the National Broadband Network and explained the technology, infrastructure, speeds and pricing structure of the major policy options.
- “More data storage? Here’s how to fit 1,000 terabytes on a DVD” had a viral spike with more than 320K+ views, ended up on the Reddit homepage.
- In collaboration with CSIRO, we published our first-ever book “The Explainer”.
- Other highlights: our first-person articles by winners of the PM’s Science Prize; author Rob Brooks awarded the Eureka Prize for his role in promoting the understanding of science research.

## Top 10 most-read articles

- More data storage? Here’s how to fit 1,000 terabytes on a DVD, by Min Gu, Yaoyu Cao and Zongsong Gan at Swinburne University of Technology.
- Teleportation just got easier – but not for you, unfortunately, by Ben Buchler, Australian National University
- Bike helmets: an emergency doctor’s perspective, by Michael Dinh, University of Sydney.
- Does iOS 7 make you ill? Give ‘simulator sickness’ the heave, by Manolya Kavakli at Macquarie University.
- Penis size may be driven by women (oh, and it matters), by Rob Brooks, University of New South Wales.
- Dude, where’s my data? Life after Google Reader, by David Tuffley at Griffith University.
- Explainer: what is déjà vu and why does it happen? by Amy Reichelt at University of New South Wales.
- Seeing red: why cyclists ride through traffic lights, by Marilyn Johnson at Monash University.

- What a turn-off: why your phone must be powered down on flights, by Hamza Bendemra at Australian National University.
- Labor and Coalition broadband policies – what’s the difference? by Rod Tucker at University of Melbourne.

# HIGHLIGHTS: POLITICS + SOCIETY

## Highlights

- It was our first election and we wanted to provide an independent voice, free of commercial or ideological interests, on the issues that matter in the election (and long after).
- Our dedicated election coverage featured experts such as Peter Doherty, Carol Johnson, Michelle Grattan, Barry Jones, Greg Craven and others. We debated 12 key election policy issues; presented essays on state of the nation, as well as state of the states; had a media panel watching and holding to account media coverage elsewhere; as well as an economy panel. Our chief political correspondent Michelle Grattan wrote a daily campaign diary.
- We launched an Election FactCheck service that ran before and throughout the election campaign. It tested the truthfulness of statements made by politicians and others during the campaign. Unlike other FactCheck services, our methodology incorporated a blind peer-review that added an extra layer of accuracy. We FactChecked over 50 statements, widely discussed by an engaged audience. Our election and FactCheck coverage was widely republished including across Guardian Australia, Fairfax, News Ltd and elsewhere.
- We produced a book “The Story of the 2013 Election” of curated highlights of our coverage.

- We continued to keep a close watch on asylum seeker policy – highlighted by analysis from refugee advocate Julian Burnside and a series on recommended solutions to the crisis.

- Other highlights: Our academics In Conversation with Greens MP Adam Bandt, former Victorian premier Steve Bracks, DLP senator John Madigan, Education Minister Christopher Pyne and prominent British Labour MP Tom Watson.

## Top 10 most-read articles

- No, you’re not entitled to your opinion, by Patrick Stokes at Deakin University.
- Julian Burnside: Alienation to alien nation, by Julian Burnside at Australian Catholic University.
- Like, no offence but Ja’mie’s private school stereotypes will make you laugh... and cry, by Jane Caro at University of Western Sydney.
- Open plan offices attract highest levels of worker dissatisfaction: study, interviewed: Jungsoo Kim and Richard de Dear at University of Sydney.
- Lunch and dinner with Julian Assange, in prison, by John Keane at University of Sydney.
- Barry Jones: the 2013 election and the death of rationality, by Barry Jones at University of Melbourne.
- ‘Scientists confess’? The attack on the IPCC that went terribly wrong, by David Holmes at Monash University.
- Rudd wins the game of thrones, by Michelle Grattan at University of Canberra.
- A phony war: bikies aren’t the only problem on Queensland’s Glitter Strip, by Terry Goldsworthy at Bond University.
- Explainer: how does the Senate voting system work? by Stephen Morey at La Trobe University.

## 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.

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 so that if accepted, the author can begin writing, or if rejected, she or he can seek to place the idea elsewhere. 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.



# A GROWING PUBLIC READERSHIP

Our audience is now 1.4 million unique readers a month. Our 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: 2013 reader survey).

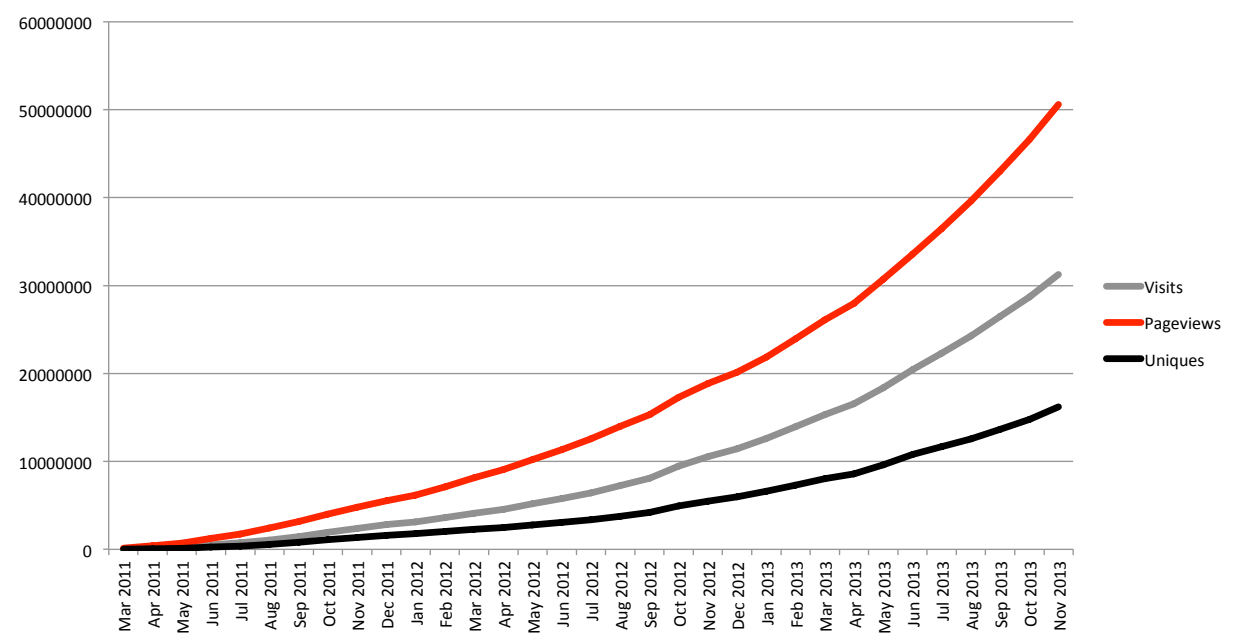
Around 35% of our readers are from outside Australia. The breakdown is:

1. Australia
2. United States
3. United Kingdom
4. Canada
5. India
6. New Zealand
7. Germany
8. Singapore
9. Netherlands
10. France
11. Malaysia
12. Italy
13. Philippines
14. Indonesia
15. Sweden
16. Ireland
17. Japan
18. Spain
19. South Africa
20. Thailand

Our growth in 2013\* compared to 2012 has been significant. This is reflected in monthly unique visits, daily newsletter subscribers, Twitter and Facebook followers.

*NB: \*2013 metrics calculated on 1 Dec.*


	December 2013	December 2012
<b>Monthly unique visits</b>	1.4 million	520K
<b>Daily newsletter subscribers</b>	55K	26K
<b>Twitter followers</b>	40K	19K
<b>Facebook followers</b>	30K	6K



**The Conversation**  
14 November

Australia's off to a bad start over at the COP19 Warsaw climate negotiations.

We failed to send a Minister, have been accused of topsy-turvy policy, and were awarded the ignominious 'Fossil of the Day' award. That's the award given to the country which has done the most to block progress at the climate change negotiations on that day.... <http://bit.ly/1fD5OWY>



**COP19 Fossil of the Day Award Scoreboard**  
THE BLAME, ALL THE SHAME, WE NAME THE NAMES

WEEK 1 LEADERBOARD

Like · Comment · Share 659

536 people like this. Top Comments

Write a comment...

**Colin Steven** Time to say yes, when asked if I'm from Austria..  
Like · Reply · 36 · 14 November at 20:54 via mobile · Edited

**Sarah Galliford** scariest comment in that article comes at the end - 'Australia's reputation at these talks needs to change, and it will rely on Prime Minister Abbott's political will and good diplomatic sense.' - sounds like we're screwed!  
Like · Reply · 79 · 14 November at 18:54

2 Replies

View more comments 2 of 94

**The Conversation**  
18 November near Melbourne

It's going to be a big few months ahead for the High Court of Australia. Our guide to the key cases to watch. <http://bit.ly/1hQEjxJ>

Like · Comment · Share 43

102 people like this. Top Comments

Write a comment...

**Tom Pierce** James Roberts, found this to be a very engaging read. Particularly the section on reforming NSW political donations law.  
Like · Reply · 2 · 18 November at 19:50 via mobile

**Collin Mullane** 39 states in the USA elect their judiciary. Vacancies for the Federal judiciary are filled by Presidential appointment.  
It is essential for the legislature to develop, debate and enact the laws; the executive to direct regulatory control of the law; ... See More  
Like · Reply · 2 · 18 November at 17:02 via mobile

View 9 more comments

**ABC Q&A** @QandA Following

FactCheck from Monday's #QandA: do women under 50 make up just 2% of people on \$100,000 a year? [bit.ly/16fOfVw](http://bit.ly/16fOfVw) via @ConversationEDU

9 RETWEETS 3 FAVORITES

12:01 AM - 22 Aug 13

The Conversation retweeted

**Scott Morrison** @ScottMorri... 50m  
@rightsagenda @ConversationEDU it also says my figures of 90% acceptance rates and 80% overturn rates for IMAs is accurate  
Conversation

**The Conversation** @Conversa... 1m  
#FactCheck: Are Aust's refugee acceptance rates high compared with others, as @ScottMorrisonMP claims? Our verdict: [bit.ly/14f75jC](http://bit.ly/14f75jC)  
Details

## Improving public discussions, and new Community Manager

Our readers are engaged with our content: as a result of reading an article, 82% of readers discuss it with friends or family; and 42% share on social media.

As our audience and coverage has increased, so too has participation in comments steam and the overall number of comments on articles. On the whole, our community is productive and engaged, contributing to intelligent conversation. Unfortunately, and like other communities across the internet, some commenters have deliberately derailed discussion, or attempted to drown out the otherwise-valuable debate.

We have appointed a Community Manager, who will join us in 2014. He will work with our community to increasingly improve the quality of our comments. We want to make The Conversation a place for quality, intelligent discussions that take place in line with our community standards.

# MEDIA + REPUBLISHING

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.

- 87% of our articles are republished elsewhere
- Over 6,700 sites republish our content, from legacy media, topic-specific sites with large audiences, niche publications, industry-sites, or individual bloggers

During the election, we were widely republished by ABC, SBS, Guardian Australia, the West Australian, Fairfax network, and others, and on election weekend all major outlets (News Ltd, Fairfax and Guardian Australia) carried our content.


Frequent republishers include:





5 OCT 2013 - 8:58AM

## The great bkie beat-up: why we shouldn't confuse crime lords with boofheads on bikes



Source: The Conversation

UPDATED 10:24 AM - 5 OCT 2013

By **Mark Lauchs**, Queensland University of Technology

Australia has two types of bikies: Conservatives and Radicals.

The Conservative lifestyle involves riding big bikes, drinking a lot, punching your mates and enemies, then falling over and sleeping it off. To a select group of guys, this is tremendous fun. They join outlaw motorcycle gangs because they love this lifestyle and also enjoy the "outlaw" image of being unacceptable to society.

There is also a Radical lifestyle. This is where some people harness the violent skills of bkie gang members and apply it to making money. Bkies are intimidating and willing to use violence on property and people. This makes them extremely useful for extortion and, once they establish their bone fides at extortion, it makes it possible for them to take over organised crime activities.

Money is a fantastic incentive and lots of money is an even better one. So it is not surprising that some Conservative bikies do become radicalised and move into more serious crime.

There are also fake bikies – known as Nike Bikies – who are organised criminals simply pretending to be bikies in order to mix back on the board: the Power of the Patch.

## The Sydney Morning Herald National

### FactCheck: are asylum seekers really economic refugees?

July 2, 2013 Comments 14 ★ Read later

Sara Davies is a Senior Research Fellow, International Relations at Griffith University.

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**"People are coming here, not now as a result of persecution, but because they're economic refugees who've have paid money to people smugglers."**

— Foreign minister Bob Carr, [Meet the Press](#), June 9.

There is a political context to this statement as the government grapples with its perceived weakness on asylum seeker policy. Resurrected prime minister Kevin Rudd has backed Carr, saying there were a "whole bunch of people" arriving by boat as economic migrants purporting to be refugees.

The government has commissioned a review into the processing of asylum seekers in a bid to lower the acceptance rate – around 90% of asylum seekers who arrive by boat have been found to be refugees. The government's view is that [many are middle class](#) Iranians and Sri Lankans, in particular, who are fleeing for economic reasons. "There've been some boats where 100% of them have been people who are fleeing countries where they're the majority ethnic and religious group, and their motivations is altogether economic," Senator Carr said last week.

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## THE DRUM

Analysis and opinion on the issues of the day

The Drum Home Contributors Opinion Archive Contribute

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### WikiLeaks' rotten twist of fate

By John Keane  
 Updated Wed 30 Oct 2013, 3:21pm AEST

*WikiLeaks has a proud legacy in the fight against the secrecy of the powerful, but its shambolic debut as a political party did nothing to advance the cause of accountability, writes John Keane.*



PHOTO: Julian Assange and the WikiLeaks Party fell short of the principles of monetary orthodoxy. (Leon Niss, via photo AP)

There are three sensitive secrets I'd like to reveal about the topical subject of secrets. The first is surely the most obvious, and shouldn't really be secret: we live in the age of **monitory democracy** in which muckraking, the public exposure of secrets kept by the powerful, is the new norm.

Public struggles to tame arbitrary power are chronic. Individuals and groups using mobile phones, bulletin boards, news groups, wikis and blogs, sometimes manage, against great odds, to heap embarrassing publicity on their

Corporations are given stick by well-organised, media-savvy group bodies like Human Rights Watch, Avast.org, Global Witness and / same, usually with help from networks of supporters spread arour

There are initiatives such as the World Wide Web Consortium (or access to digital networks, there are even bodies (like the Data Accountability Project and Transparency International) that spe existing power-scrutinising mechanisms and the degree to whi

the guardian

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News > Media > Rupert Murdoch

## Australian election 2013

### Does Rupert Murdoch own 70% of newspapers in Australia?

The Conversation tests out Kevin Rudd's claim about the extent of the media mogul's reach

Tony Frew and Ben Goldsmith  
[theguardian.com](http://theguardian.com), Thursday 8 August 2013 12:19 AEST



Rupert Murdoch. Photograph: Rick Wilking/Routlers

**"Mr Murdoch is entitled to his own view... he owns 70% of the newspapers in this country." – Prime Minister Kevin Rudd, press conference, 6 August.**

One of the more spirited discussions of the first week of this federal election campaign has concerned whether News Corp Australia, as our largest print media company, has a vested interest in the election



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# METRICS + ANALYTICS: DEMONSTRATING ENGAGEMENT

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.

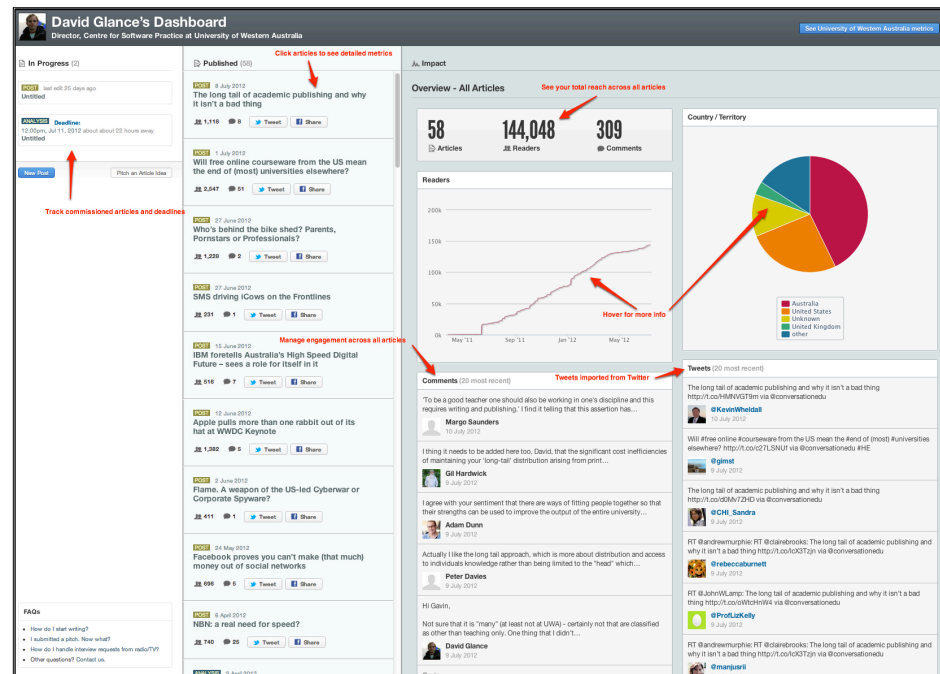
We are giving academics and researchers a voice in public discourse and a vehicle to showcase research and scholarship beyond the academic world. In our 2013 survey, 42% of authors said other media contacted them after writing for The Conversation, and 87% of articles are republished.

## 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 or “command centres” 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 (e.g. Tweets, Facebook Likes)
- Reader breakdown by location (pie graph)
- Publication module that shows sites that have republished the article under our open access, Creative Commons license



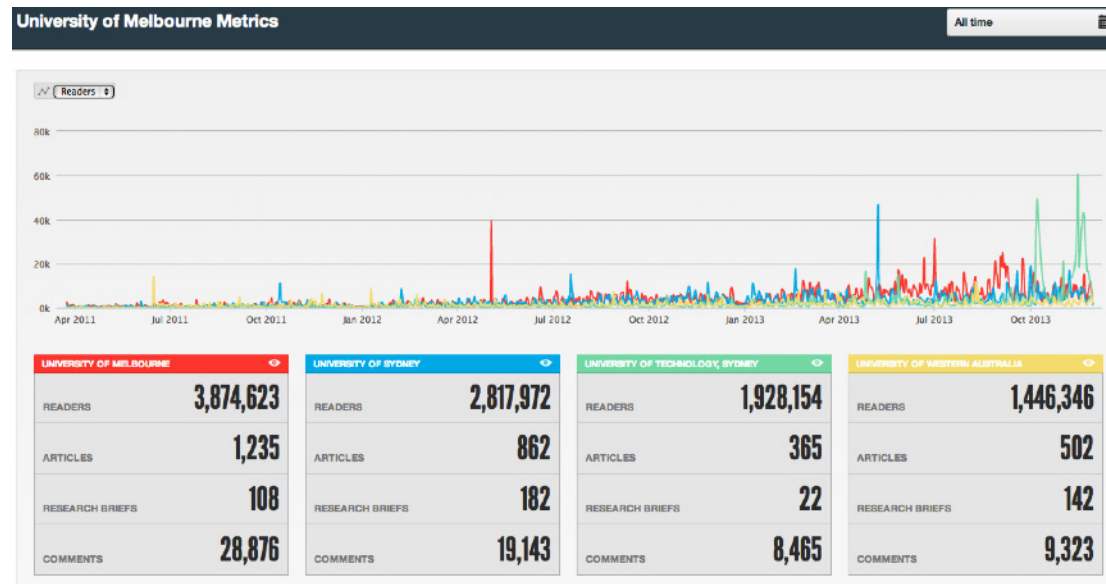
## Institutional dashboards

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, research briefs and comments
- Comparison and benchmarking tool
- Top Authors and Commenters by institution
- Most Read and Commented on articles by institution

## Deepening engagement

In 2014, we will continue to work with the sector on ensure our metrics service supports emerging standards and incorporates key findings, particularly as we expand internationally and build a global platform.



# INTERNATIONAL EXPANSION

We want to build a global knowledge platform: sharing ideas from the brightest minds, internationally. We already have a global audience, with 35% of readers from outside Australia.

In 2013, we began implementing plans for a global network of regional operators, each independent and appropriate to its territory. Where local editors will engage with local audiences and universities, at the same time forming a global network of academic knowledge and journalistic excellence.

We launched into the UK in May. Our UK edition is bound by the same codes of conduct, such as our Editorial Charter and Community Standards, as we have established in Australia. See: [theconversation.com/uk](http://theconversation.com/uk).

Based at City University, London, our newsroom started with an editorial team 12, which we have expanded to 16, and intend to grow further in 2014. The UK operation is independently funded by universities and foundations in that region.

Our sincere thanks to Founding Partners:

- University of Aberdeen
- University of Birmingham
- Bristol University
- Cardiff University
- City University London
- Glasgow Caledonian University
- University of Liverpool
- Open University
- University of Salford
- University of Sheffield
- University of Surrey
- University College London (UCL)
- University of Warwick

Special thanks also to our strategic partners:

- HEFCE (Higher Education Funding Council for England)
- HEFCW (Higher Education Funding Council for Wales)
- Scottish Funding Council

- Nuffield Foundation
- Wellcome Trust
- Macfarlanes
- Neta

In 2014, we will appoint a full-time editor in Jakarta to report on news in Indonesia and commission work from Indonesian universities. Our Jakarta work comes with the support of a grant from the Myer Foundation. We hope to launch elsewhere in 2014; more news on that front we hope soon.



# INTERN PROGRAM

Sixty-four students went through our popular internship program in 2013.

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, LaTrobe, Swinburne and were delighted to welcome interstate candidates from UTS, UWA, Canberra, Curtin, Griffith, UniSA and QUT, who completed intensive placements during university semester breaks.

Our graduating interns have gone on to secure jobs with News Ltd, Fairfax, The Conversation, as well as other short-term contracts in the industry.

What interns are saying:

“I had the opportunity to work in and contribute to a real newsroom. I felt trusted and valued.”

“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.”

“The journalism and social media skills I learnt were invaluable. I enjoyed the increasing independence in editing and finding stories I was given over time.”

“I learned so much and had a ball at the same time. Without that experience I don't believe I'd be working in the industry today.”



# JOB BOARD + SPONSORSHIP

## Job Board

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 the 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 integrated job listings on article pages from contributing universities, which reinforces the employment brand of our university members.

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

- Over 100,000 unique views to job board
- Over 7,000 applicants have applied to roles
- Subscriptions to job alerts have increased 40%

## Sponsor our newsletter

This year we've opened up additional channels in the form of newsletter sponsorship and on-site advertising for our founders, members and supporters to further engage with our receptive audience.

The Australia India Institute, Peregrine Travel and the City of Melbourne have all used our daily newsletter (circulation 55K+) to generate brand awareness and highlight specific events.

The University of Newcastle and Charles Darwin University have used our on-site advertising as an integral part of their marketing campaign.

The screenshot shows the 'THE CONVERSATION JOB BOARD' website. At the top right, there is a '+ Post Job' button with a '5000 for 30 days' label. Below this is a search bar with the placeholder text 'Keyword e.g. 'engineering' or 'professor'' and a 'Search' button. The main content area is divided into two columns: 'Search and Filter' on the left and 'Latest Jobs' on the right. The 'Search and Filter' section includes a 'CATEGORY' list with options like Administration, Deans & Dept Heads, Education, Information Technology, Lecturers & Tutors, Managers/Exec Managers, Medicine, Dentistry and Health Sciences, Research, Science, and Teaching & Research. Below this is an 'ORGANISATION' list with various institutions such as Australian Housing and Urban Research Institute, CSIRO, Central Queensland University, Commonwealth Bank, Deakin University, Griffith University, La Trobe University, Macquarie University, Melbourne IT Group, Monash University, RMIT University, The Conversation, The Cranlane Programme, The Fred Holtz Foundation, Transparency International, University College London, Australia, and University of Melbourne. The 'Latest Jobs' section displays several job listings, each with a logo, title, location, and date. The listings include: 1. Griffith University: Senior Lecturer/Lecturer, Sport Management (Brisbane, Queensland, Posted: 12 Dec 2013). 2. Griffith University: Postdoctoral Research Fellow (Brisbane, Queensland, Posted: 12 Dec 2013). 3. Deakin University: Manager, Timetabling (Melbourne, Burwood or Geelong/Vienna, Victoria, Location, Victoria, Posted: 12 Dec 2013). 4. University of Sydney: Associate Lecturer / Lecturer, Pharmacy (Sydney, New South Wales, Posted: 12 Dec 2013). 5. RMIT University: Project Officer, Student Careers & Employment (Melbourne, Victoria, Posted: 12 Dec 2013). 6. RMIT University: Student and Graduate Employment Coordinator (Melbourne, Victoria, Posted: 12 Dec 2013).

# PARTNERS + MEMBERS

## Founding

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## Strategic

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## Members

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