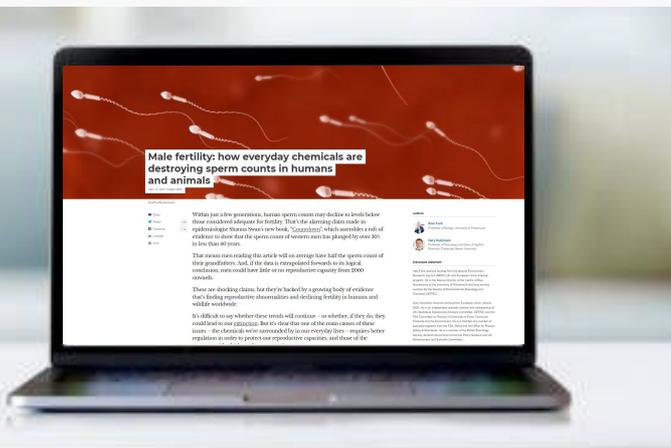


Membership benefit statement 2020-21

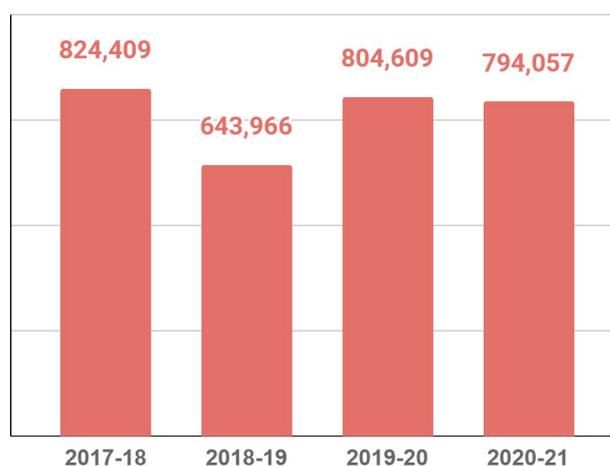
Edinburgh Napier maintains readership despite the complexities of pandemic

Highlights of Edinburgh Napier University's 2020-21 membership year:

- **12 authors** wrote **12 articles**
- which were read **794,057 times** and generated **129 comments**
- Edinburgh Napier University articles were most read in Australia, US, UK, Luxembourg and Japan
- Major republishers included Australian Broadcasting Corporation, Newsweek, Scroll.in, The Jakarta Post, IFLScience, The Print, The Next Web, Phys.org, Medical Xpress, Science Alert, Metro (UK), and Singularity Hub
- The most read article was *Male fertility: how everyday chemicals are destroying sperm counts in humans and animals* by Professor Gary Hutchison, read 215,000 times



Edinburgh Napier University's audience:



“ This was the second time I have been fortunate enough to write something for The Conversation. The first time I was really nervous and found the editor's guidance to be invaluable. I came into my second experience with a bit more confidence and brought with me a colleague who had not written for the press before. The editor was again hugely helpful in separating the wheat from the chaff, and I got some great engagement off the back of the article. As an academic I feel required to communicate my research in academic outlets and struggle to find the time to communicate the outcomes in a more accessible way. Writing for The Conversation has not only given me a great deal of practical support in how to do that, but an opportunity to think about how my research has significance for a broader public.

Holly Patrick
Lecturer in Human Resources
Edinburgh Napier University





Engagement and real-world impact

Professor of Toxicology and Dean of Applied Sciences Gary Hutchison co-wrote *Male fertility: how everyday chemicals are destroying sperm counts in humans and animals*, read 215,000 times across Australia, India, the UK and US and republished by Metro and the NZ Herald.

Associate Professor in Journalism Eamonn O'Neill wrote *How Ernest Hemingway really responded to the Spanish flu pandemic*, which was read 33,000 times and republished in Scroll (India) and the Independent.

Lecturer in Human Resources Holly Patrick wrote *How coronavirus has hit the UK's creative industries*, which led to her speaking to the Environmental Association for Universities and Colleges, being asked to consult for Creative Edinburgh and Creative Informatics, and she received a grant to look into AI for freelancers.

Lecturer in Economics Piotr Marek Jaworski and Lecturer in Economics Kenny Crossan co-wrote *Scottish independence: could wind power Scotland back into the EU?*, which was read 24,000 times and led to interviews in the New Statesman, Daily Express and The National.

From a survey of authors writing for *The Conversation* in 2020-21:

55%

were contacted by the media

17%

were invited to or asked to speak at conferences

16%

were contacted by NGOs or charities

14%

were asked to collaborate on research

12%

were contacted by business or industry

5%

were contacted by government

Taking expertise outside the academy



Publishing through The Conversation provides visibility that means the results of researchers' efforts are not trapped within the cloistered networks of academia, but shared with a broad, very international audience of intelligent, educated, curious readers.

“The Conversation is now a crucial channel for academics seeking to share their research knowledge with the world. Thousands of researchers are able to engage with millions of readers across the globe thanks to the work The Conversation does.”

David Sweeney
Executive Chair, Research England

In 2020-21 our edition received:

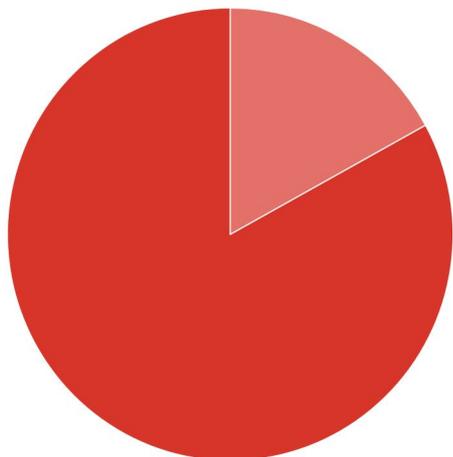
167.9 million reads
recorded August–July

5.5 million monthly unique users

9.2 million monthly page views

14 million monthly total audience
including via republication

Who reads The Conversation?



17% academic or researcher
83% non-academic

Our readers work in roles such as:

15% manager, senior executive or professional
9% teacher, educator
7% health practitioner or clinician
7% CEO, CFO, COO, director, partner, owner
4% media professional
3% government, policy, politics



A worldwide network, a global audience

Through our team of professional editors, our Creative Commons open access publishing platform, and our wide network of republishing media partners, membership of The Conversation raises the international profile of your university and research.

We provide the opportunities and editorial support to position your researchers as expert voices addressing a global audience. Our content is republished in 96 countries and translated into 37 languages worldwide, and members can use the analytics dashboard to track their readership.

The Conversation is a network of eight international editions

> UK, US, Australia, Canada, France, Spain, Indonesia and Africa, publishing in 4 languages

In the year to August 2021 our worldwide network received 64 million monthly reads

> including via republication

theconversation.com attracts 22.2 million monthly unique users





What we do

An independent source of news, analysis and expert opinion, The Conversation is written by academics and researchers, funded by universities, and delivered direct to the public. An educational not-for-profit company and registered charity, The Conversation is independent and has no advertisers to answer to.

The Conversation is open access: articles are free to read and free for others to republish under a Creative Commons licence. This means knowledge travels widely: our content is republished by media across the globe, from The Guardian and Daily Mail to the Washington Post and New Zealand Herald.

Our editors provide public engagement training, helping academics at member universities build the skills and confidence they need to write for a non-specialist audience. Hands-on workshops or one-on-one sessions put academics on the right path to publication.

Academic authors are assigned a dedicated editor – a journalist who can find the best angle and help them turn the piece into a version that will reach as wide an audience as possible. Working together, we cover everything from the hard sciences to politics, business, arts and culture; from breaking news to the latest research and topics of interest.

The Conversation creates opportunities to write so academic voices can be heard. Our daily expert request to university press teams is filled with story suggestions calling for potential authors. We champion new voices, those of early career researchers and research veterans alike.

Each article is an opportunity for academics to build public engagement skills. Our podcast, The Conversation Weekly, is an alternative medium through which academics can share their expertise.

We help put research on a pathway to impact by taking it to an intelligent, curious worldwide readership. Our content has been cited in reports by the UK and European parliaments, the OECD and the World Economic Forum, and has prompted invitations to work with global businesses and address government select committees, informing debate and shaping policy.

Our content partnerships with media include the BBC, Yahoo News and CNN. All our content is syndicated by PA Media and Reuters. More than 75% of our audience is outside the UK and Ireland.

Our analytics help track readership, reach and engagement, showing readership on-site and through republishing, engagement via comments and on social media, and readers' worldwide location. All are kept permanently for use, for example in REF impact case studies or to support research funding bids.

Founding partners



Member institutions



**News,
by experts**

Our research-led, expert journalism is now supported by 84 institutions in the UK, Ireland, Sweden, the Netherlands and Switzerland. Our worldwide network is supported by around 500 member institutions and partners.