

THE **C**ONVERSATION

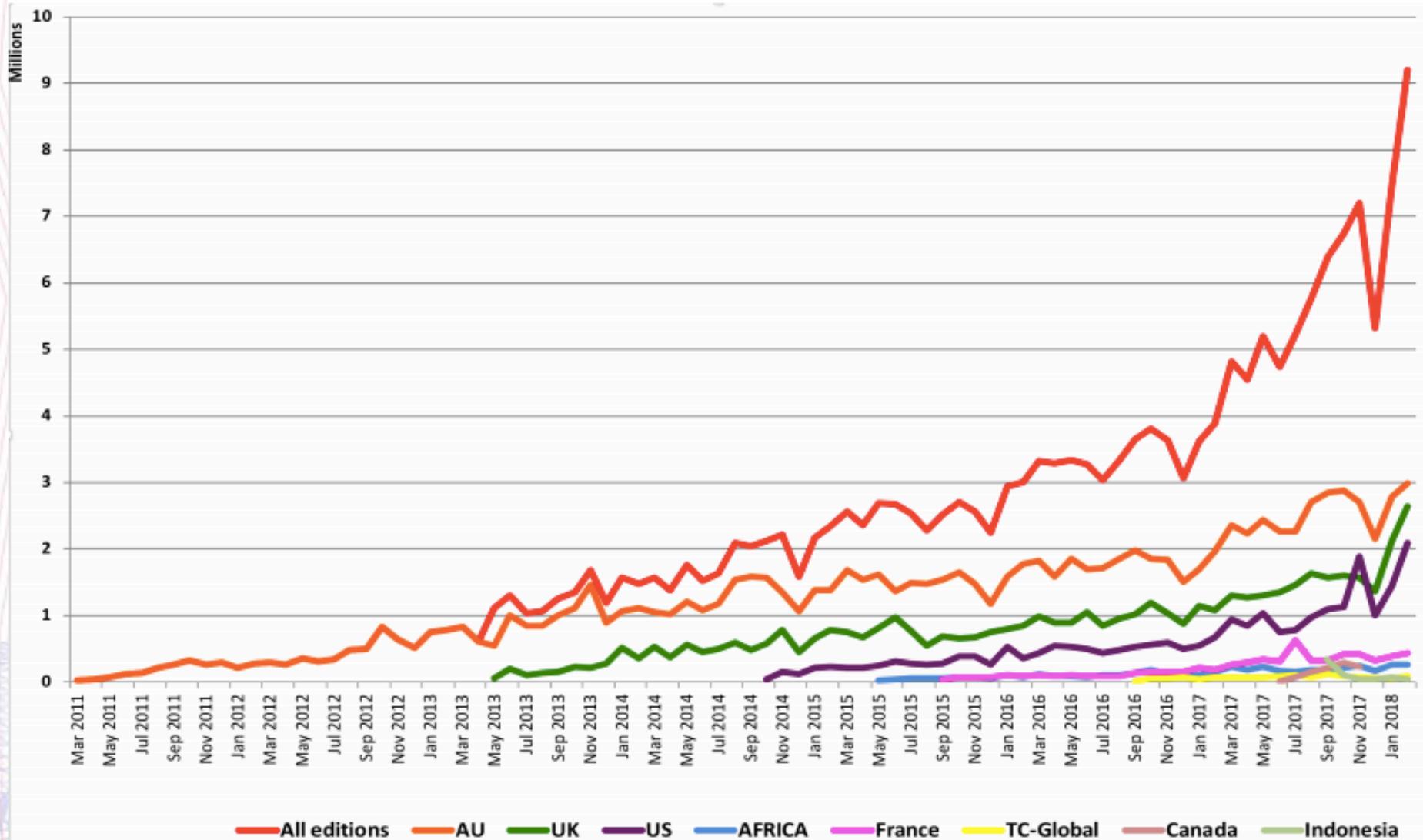
Academic rigour, journalistic flair

What we are

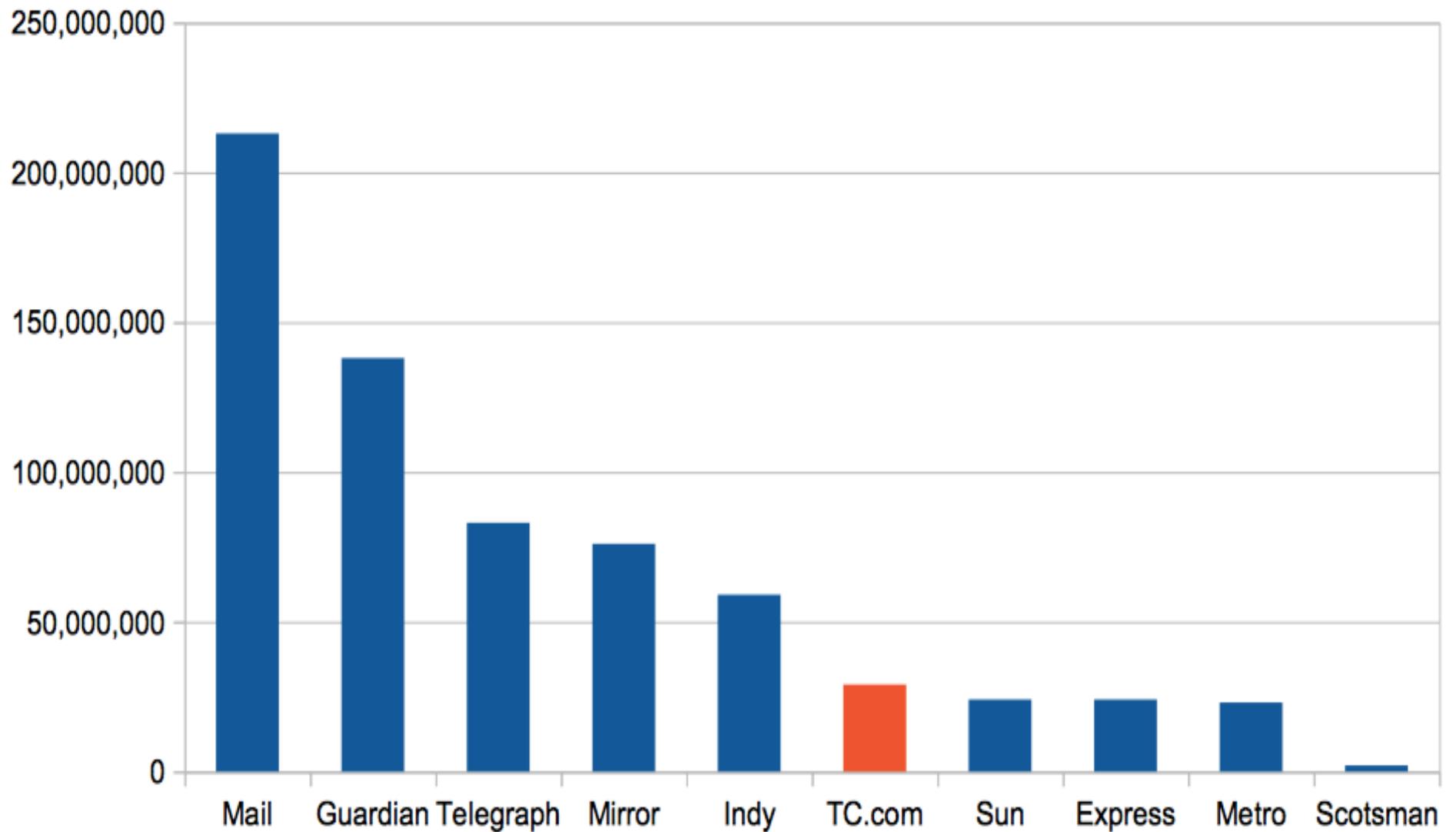
- Comment and analysis magazine for general audience, written by academics, edited by journalists
- Information gold standard: subject experts only
- University-funded charity, no advertising or reader subscriptions
- Mission to better connect academic knowledge with wider society
- 10m unique visitors/month; 35m reach, UK university network of circa 75

Progress over time

Users onsite, all editions by commissioning region, all time



Comparisons...



Top 10 reader countries

Location of readers

1.	 United States	3,543,734 (38.72%)
2.	 Australia	1,534,208 (16.76%)
3.	 United Kingdom	879,345 (9.61%)
4.	 Canada	606,288 (6.62%)
5.	 France	349,964 (3.82%)
6.	 India	335,187 (3.66%)
7.	 South Africa	152,559 (1.67%)
8.	 Philippines	144,926 (1.58%)
9.	 Indonesia	78,164 (0.85%)
10.	 Germany	76,580 (0.84%)

Good luck banning fake news – here's why it's unlikely to happen

January 11, 2018 2.55pm GMT



Author



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Disclosure statement

Zhongdong Niu does not work for, consult, own shares in or receive funding from any company or organisation that would benefit from this article, and has disclosed no relevant affiliations beyond their academic appointment.

Partners



The world needs to build more than two billion new homes over the next 80 years

February 28, 2018 2:29pm GMT

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By the end of this century, the world's population will have increased by half – that's another 3.6 billion people. According to the UN, the [global population](#) is set to reach over [11.2 billion](#) by the year 2100, up from the current population which was estimated at the end of 2017 to be [7.6 billion](#). And that is considered to be “medium growth”.

The upscaling required in terms of infrastructure and development, not to mention the pressure on material resources, is equivalent to supplying seven times the population of the (pre-Brexit) European Union countries, currently [511m](#). With the global population rising at 45m per year, comes the inevitable rise in demand for food, water and materials, but perhaps most essentially, housing.

Housing needs are changing

Average household sizes vary significantly between different continents and also by country. According to the UN, [recent trends](#) over the last 50 years have also shown declines in household sizes. For example, in

Author



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Disclosure statement

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Partners



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Dashboard

Steven Vass ▾ 



Craig McAngus

Lecturer in Politics, University of Aberdeen

See institution analytics

In Progress

You're not working on any articles

Pitch an Article Idea

FAQs

- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.

Published (18)

AUDIO **INTERVIEWED** June 1, 2017
Corbyn's curve ball: Election Weekly podcast

👤 1,513 🗨️ 2   

ANALYSIS May 31, 2017
SNP's manifesto for Scotland is deliberately cautious – and rightly so

👤 1,033 🗨️ 3   

ANALYSIS March 13, 2017
Scotland heads towards a second independence referendum

👤 7,284 🗨️ 49   

ANALYSIS September 16, 2016
Two years after Scotland's vote, support for independence is stuck in the mud

👤 1,703 🗨️ 1   

Reach



The Conversation

42,374

Newsweek

Newsweek

12,464



Business Standard (India)

824



The Raw Story

238



Descrifier

224



TheWire.in

95

Profile building/creative commons

theguardian

The Washington Post



Newsweek

QUARTZ

MailOnline

EL PAÍS
EL PERIÓDICO GLOBAL

HUFFPOST

Scroll.in

**New
Scientist**



Take back control!



Lots of help from dedicated team



Minimum hassle

(short articles, topics you know off-bat)



And...

Digital savvy 

Giving back 



  
Joy of writing for wider public



The world is interested :)



What we want

- **Reaction/analysis of a news event or story:** Sergei Skripal and the long history of assassination attempts abroad
- **Summary of new research:** Why is ADHD more common in boys than girls?
- **Anniversary articles:** Stanley Kubrick's films all had one thing in common, Jewishness
- **Reportage:** I befriended women detained at Yarl's Wood: their life is excruciating
- **No brainers:** Anti-vaxxer effect on vaccination rates is exaggerated

It helps if it's...

New



Surprising

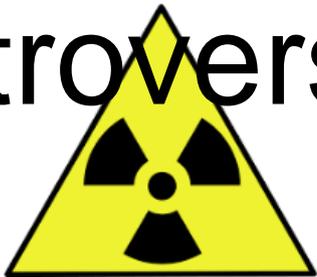


Revealing



Entertaining

Controversial



Memorable



Pitching to The Conversation

100-word pitch with three elements:

What it is

Why now

Why it matters

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