



**MASSEY
UNIVERSITY**
TE KUNENGA KI PŪREHUOA

UNIVERSITY OF NEW ZEALAND

**From Aotearoa
New Zealand
to the world**

**How Massey
experts are
sparking
global
conversations**

THE CONVERSATION

From Massey to the world



When Massey University researchers write for The Conversation, they reach a growing audience of readers in Aotearoa New Zealand and internationally.

The map above shows where in the world people have read Massey articles this year.

Half of Massey's readership is within New Zealand, including through rapid republication of Conversation articles in key NZ media such as Stuff, The Herald, RNZ and others.

The other half of Massey's reach is global, via The Conversation's eight multilingual international editions – Africa, Australia & New Zealand, Canada, France, Indonesia, Spain, the UK and the US – and our network of 20,000+ republishers.



Massey's readership via The Conversation

2 million

Reads of 50 articles so far this year*

12 million

Total reads of 261 articles (since March 2011)

* 'Reads' refers to the number of unique page views.

This year's figures are for January 1 to November 11 2021.

Real-world impacts for researchers



We share globally-relevant NZ articles with other Conversation editors working across Africa, Australia, Canada, Indonesia, France, Spain, the UK and US.

Last year, Massey scholar Dr Suze Wilson wrote her first Conversation article. It's had more than 1.7 million views, including being translated and republished by The Conversation Spain and Indonesia (shown above).

Her three articles in the past year have had a further 250,000 views. The huge public exposure has led to ongoing global opportunities, including:





















- an invitation to contribute to a special COVID-19 issue of the Leadership journal
- new speaking invitations for international conferences, a masters program in Canada, the Chifley Research Centre, the NZ Aged Care Association conference and the NZ Defence Forces leadership network
- the Australian & NZ School of Government (ANZSOG) commissioning her to write a case study and participate in a webinar
- inclusion in a book in Ireland
- global media interviews, including with Time magazine, China Global TV and the BBC World Service.



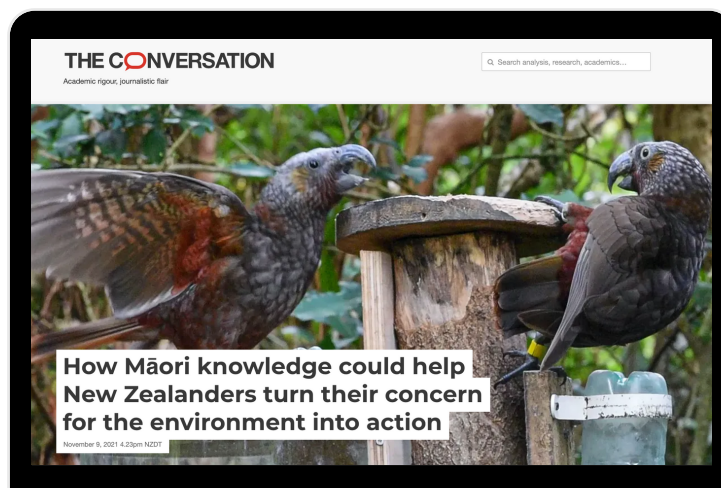
"I call this article the 'gift that keeps on giving'. And none of this would have happened without The Conversation's editorial support and guidance." – Dr Suze Wilson

Key contributors to The Conversation

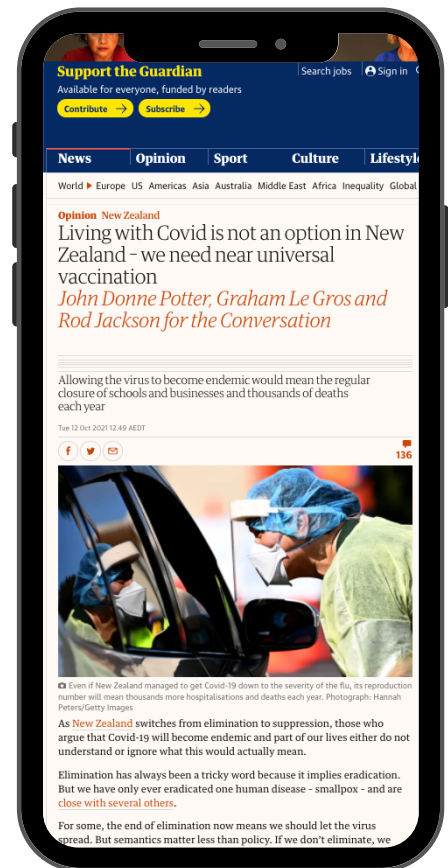
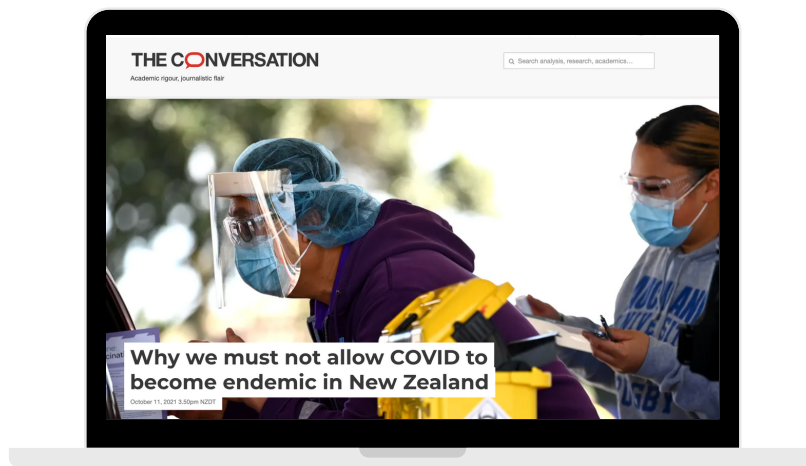
Massey's 20 top authors of 2021*

1	 Robert McLachlan	11	 Grant Duncan
2	 Suze Wilson	12	 Bruce Glavovic
3	 Christopher van der Krogt	13	 Jagadish Thaker
4	 John Donne Potter	14	 Toby Mündel
5	 Regina Scheyvens	15	 Rosie Gibson
6	 Richard Shaw	16	 Theodore E. (Ted) Zorn
7	 Imran Muhammad	17	 Chris Wilkins
8	 Apisalome Movono	18	 Stephen Croucher
9	 Ralph Sims	19	 Jeroen Douwes
10	 Nigel French	20	 Marta Rychert

- As of January 1 to November 11 2021.



Massey's most-read stories of 2021*



More than 20,000 sites republish our content, from industry and academic sites to global news outlets.

The Conversation's articles have now been translated into 37 languages and republished in 97 countries: from Algeria, Argentina and Azerbaijan, to Venezuela, Vietnam and Zimbabwe.

Massey's top republishers in 2021 include:

- Stuff
- RNZ
- Newshub
- NZ Herald
- The Guardian

Massey Professor John Donne Potter was the lead author of the university's most-read article so far in 2021*, which has had more than 193,000 article views.

It was republished by 15 other media outlets, including Stuff, RNZ, the Herald and The Guardian (shown above).

* As of January 1 to November 11 2021.

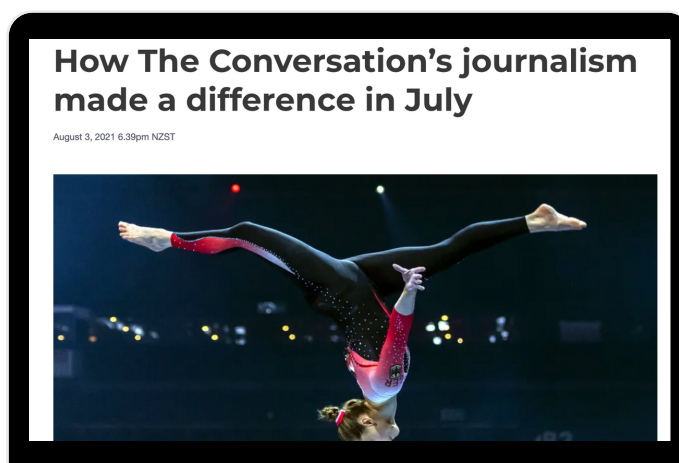
How we track and report on research engagement

Post-publication impact tracking

Over the past financial year, The Conversation's New Zealand-authored articles reached a national and global audience of more than 16 million article views, both on our sites and via republication in other media.

But those numbers only tell part of the story. We also help member universities track engagement and invaluable examples of research translation. We ask our authors to report post-publications impacts, such as new media, government, industry or academic requests. That engagement data can then be downloaded on Massey's Analytics dashboard.

The Conversation's Executive Editor Liz Minchin showed that engagement data to Universities NZ's Research Committee in July. Liz is now working with Universities NZ on reporting more real-world impacts to MBIE.



We already report author success stories to Massey and other NZ universities. We've seen Conversation authors asked to write longer pieces for journals (such as Massey's Suze Wilson and VUW's Barbara Allen), contacted by industry and regional government (AUT's Michael Lueck and Waikato's Troy Baisden), quoted and linked to in The New York Times (AUT's Kris Gledhill and Waikato's Al Gillespie), and asked to be an expert witness for the Waitangi Tribunal (AUT's Dominic O'Sullivan).

Massey authors have regularly featured in our monthly posts on member success stories in 2021 — such as Professor Richard Shaw reporting that the NZ Retirement Commissioner plans to include his article on Pākehā New Zealanders facing the past in a forthcoming Māori retirement policy report.

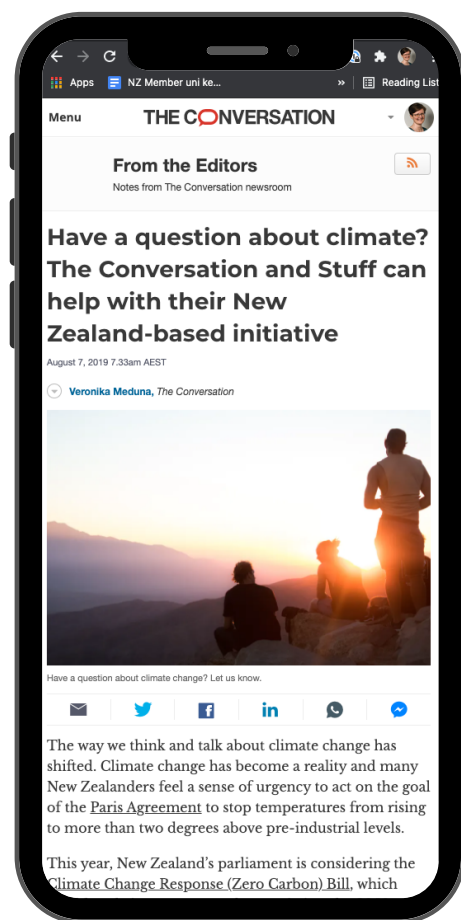
Cost-effective national & international reach

How we collaborate with other media

A new member-only benefit launched in 2021 is that the instant we publish a new article from a NZ member university, we send an alert to senior editors at Stuff, The Herald, RNZ and The Otago Daily Times, as well as select global republishers like The Guardian. Those alerts drive fast republication of our articles, both online and in print.

When New Zealand went back into level 4 lockdown in August 2021, the nation's most-read news site Stuff turned to The Conversation for credible expertise – republishing our article on how Delta symptoms differ from previous variants.

Our articles regularly appear in NZ Doctor, The Spinoff and other news sites. No other media partner can deliver such cost-effective reach to such a wide range of media outlets.



We believe in the free flow of information

Republish our articles for free, online or in print, under Creative Commons licence.

[Republish this article](#)

stuff

"Across a broad range of topics – from politics to COVID-19 – articles from The Conversation have become a regular and valuable part of Stuff's news diet. They earn their place on our homepage and in our newspapers with smart writing, sharp headlines, and a savvy connection to the news cycle."

– Stuff Editor in Chief Patrick Crewdson



The Conversation's Australia & New Zealand edition has a monthly audience of 7.4 million unique readers on site, and 17.5 million total article views on site and via republication (October 2021).

Launched in Australia in 2011, The Conversation has been working in Aotearoa New Zealand since 2017. We have other regional editions – in multiple languages – in Africa, Canada, Indonesia, France, Spain, the UK and the US. The map above shows where our editors are around the world.

7.4 million

unique readers on site

17.5 million

article views

37

languages

97

countries

There is no Conversation without our University Partners

theconversation.com