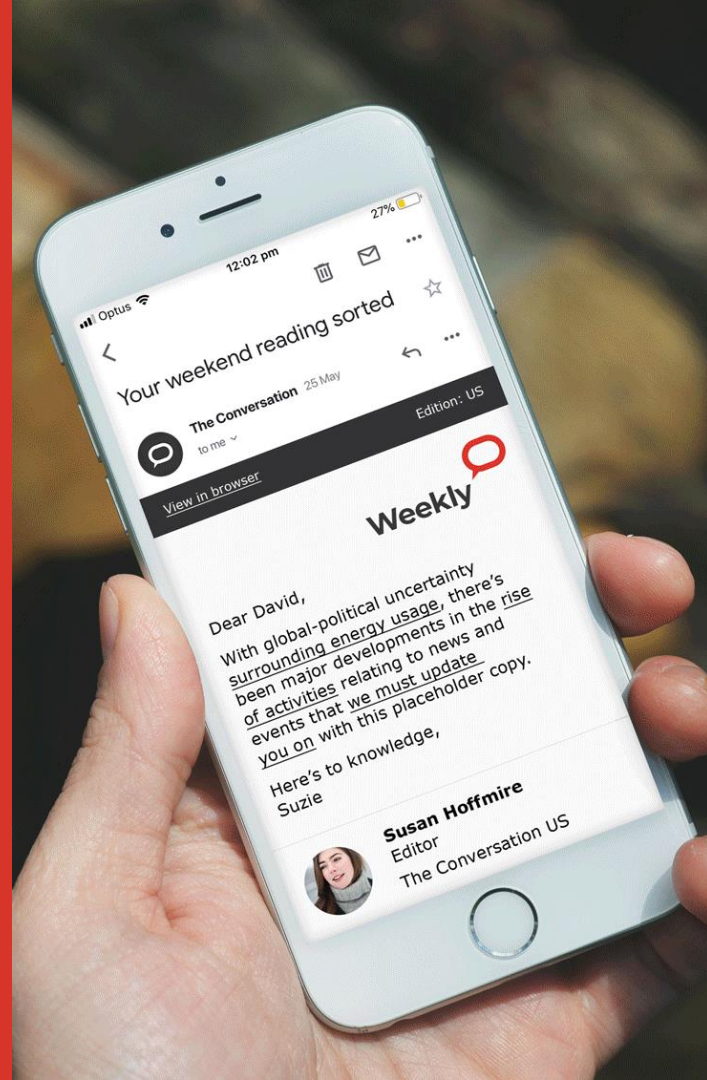


THE CONVERSATION

# Communicating doctoral research

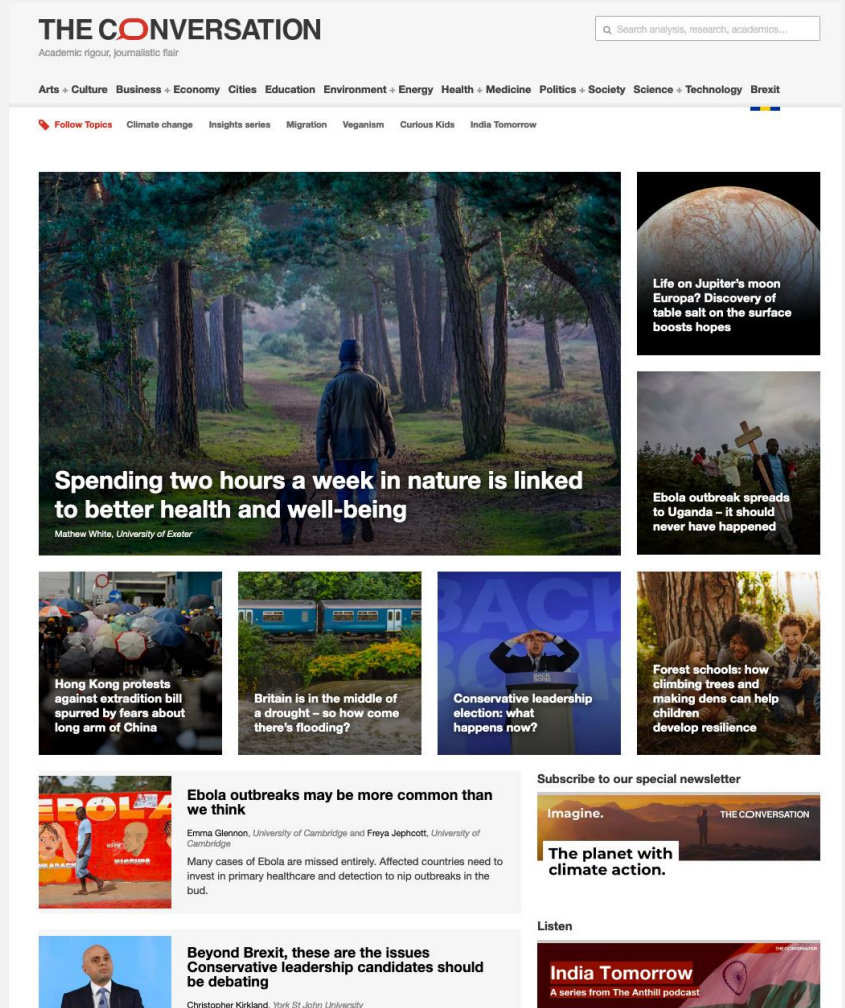
Chris Waiting - Chief Executive



# Communicating doctoral research

## An Overview

- 8 Editions
- 450 million reads
- 14,000 academic authors
- 300+ university members



**THE CONVERSATION**  
Academic rigour, journalistic flair

Q Search analysis, research, academics...

Arts + Culture Business + Economy Cities Education Environment + Energy Health + Medicine Politics + Society Science + Technology Brexit

Follow Topics Climate change Insights series Migration Veganism Curious Kids India Tomorrow

### Spending two hours a week in nature is linked to better health and well-being

Mathew White, University of Exeter

### Life on Jupiter's moon Europa? Discovery of table salt on the surface boosts hopes

### Ebola outbreak spreads to Uganda – it should never have happened

### Hong Kong protests against extradition bill spurred by fears about long arm of China

### Britain is in the middle of a drought – so how come there's flooding?

### Conservative leadership election: what happens now?

### Forest schools: how climbing trees and making dens can help children develop resilience

### Ebola outbreaks may be more common than we think

Emma Glennon, University of Cambridge and Freya Jephcott, University of Cambridge

Many cases of Ebola are missed entirely. Affected countries need to invest in primary healthcare and detection to nip outbreaks in the bud.

### Beyond Brexit, these are the issues Conservative leadership candidates should be debating

Christopher Kirkland, York St John University

### India Tomorrow

A series from The Anthill podcast

Subscribe to our special newsletter

Imagine. THE CONVERSATION

### The planet with climate action.

Listen

Communicating doctoral research

# How we work

## University Members

- Training for academics
- Reader analytics
- Increased profile

## Academics write stories

- Research led
- News inspired

THE CONVERSATION

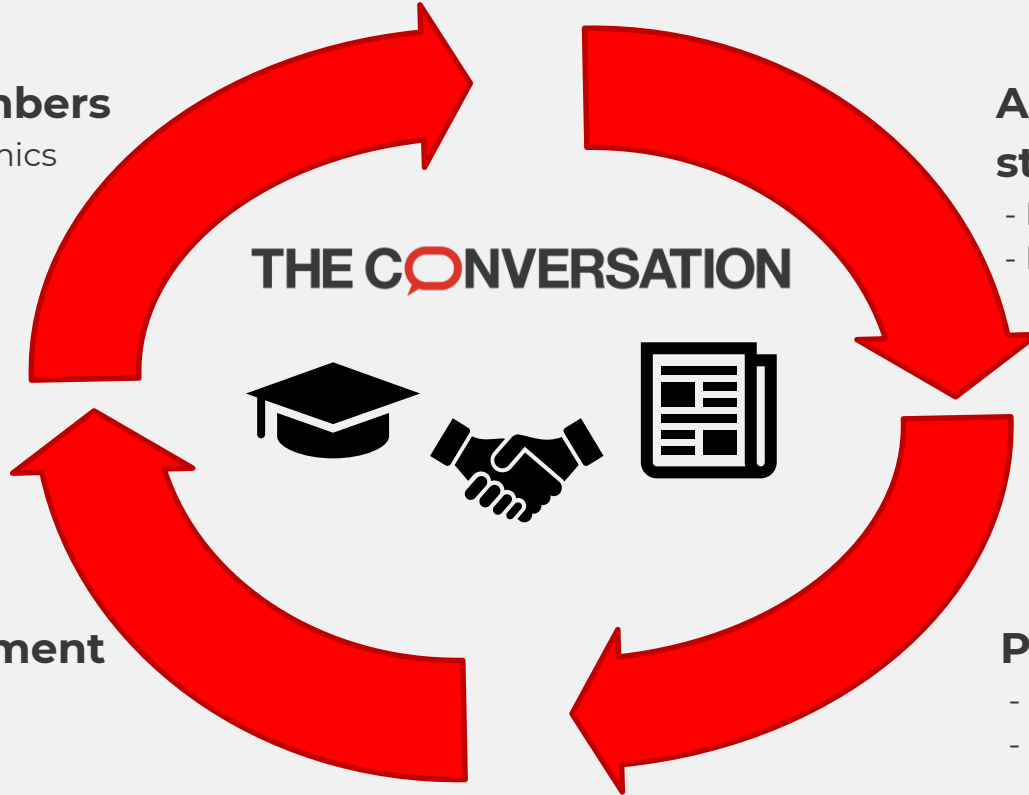


## Public Engagement

- Improves debate
- Pathway to impact

## Published Online

- Reaches global audience
- Creative Commons



# Communicating doctoral research

## Lifecycle of a story

- Pitch
- Commission
- Write
- Publish
- Re-publish
- Analyse

The collage illustrates the lifecycle of a story through several stages:

- World Economic Forum Article:** A screenshot of a World Economic Forum article titled "The sun's activity is changing, and the Northern Lights will change as well. Here's why".
- News Article:** A screenshot of a news article titled "Don't panic: the northern lights won't be turning off anytime soon".
- Social Media Post:** A screenshot of a social media post with the headline "Whale strandings: could solar storms that cause the northern lights be to blame?".
- Analytics Dashboard:** A dashboard showing "All Post Publication Activity" with a table of engagement data and a "Readers" chart.

**Analytics Dashboard Data:**

Engagement created	Article title	Engagements	Contact name	Outcome
February 10, 2017	Don't panic: the northern lights won't be turning off anytime soon	3	Member of the general public	Mike Robins
February 9, 2017	Don't panic: the northern lights won't be turning off anytime soon	1	Media	Rhys

**Readers Chart Data:**

Country / Territory	Count
United States	64,041
Spain	42,726
United Kingdom	32,248
India	
Other	

Communicating doctoral research

# Why doctoral researchers?

- Any qualified academic can publish
- Non-hierarchical
- Not tied to publication
- Public benefit & Professional value

THE CONVERSATION

# Further information

---

To pitch a story idea:

<https://theconversation.com/uk/pitches>

For further information on university membership:

[chris.waiting@theconversation.com](mailto:chris.waiting@theconversation.com)