Why contribute to The Conversation?

What is The Conversation?

“The Conversation is an independent source of news and views, sourced from the academic and research community and delivered direct to the public. … Access to independent, high quality, authenticated, explanatory journalism underpins a functioning democracy. Our aim is to allow for better understanding of current affairs and complex issues. And hopefully allow for a better quality of public discourse and conversations.” Read more about its aims …

UCL and The Conversation

UCL part-funds The Conversation as a Founding Partner and Prof David Price, UCL Vice-Provost (Research), serves on its Editorial Board. In the site’s first year (as of June 2014), 74 UCL researchers have contributed 85 articles.

Why contribute?

The Conversation is a tool which can help you to contribute to the aims of the UCL Research Strategy, through public engagement (making our research accessible and comprehensible to the public, and engaging in responsible and mutually beneficial debate) and influence on policy and practice (as a source of excellent research which can inform policymaking, and as a source of evidence-based policy solutions).

Specifically:

• you can be confident that your work will only be published when both you and The Conversation’s Subject Editors are comfortable with how the piece is written and presented
• the site has a monthly readership of c2.5 million and growing – an average daily readership of 83,000
• articles are promoted via The Conversation’s Twitter account, as well as those of Subject Editors, through UCL channels (for example the home page, UCL News, The Week@UCL and UCL Insights) and through the channels of republishers
• more than 70% of articles are republished under a Creative Commons licence and other conditions; regular re-publishers include the BBC, the Guardian, the Washington Post, the New Statesman, Discover Magazine, the New York Times, the Hindu and Slate
  o for example, one UCL article was read by around 35,000 people on The Conversation website, a figure that doubled when it was republished in Business Insider
• information such as readership figures are available to via your ‘dashboard’ – providing data that will be useful in future assessment of impact.

How to contribute

Sign up here. Then write an article, or get in touch with Nicholas Tyndale, Office of the Vice-Provost (Research), if you want advice or help to get in touch with Subject Editors.

OVPR, June 2014