



FEDERATION FOR THE
HUMANITIES AND
SOCIAL SCIENCES

FÉDÉRATION
DES SCIENCES
HUMAINES

Publishing with The Conversation

Scott White, Editor, The Conversation Canada

Nicola Katz, Federation for the Humanities and Social Sciences

March 28, 2018



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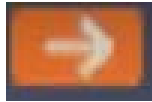


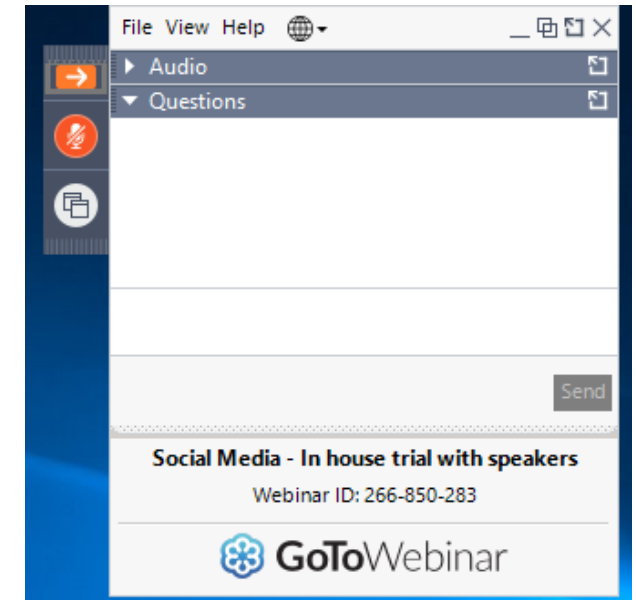
Today's agenda

- Housekeeping
- Speaker introduction
- Presentation by **THE CONVERSATION**
- Q&A



Housekeeping

- Use your chat box to ask questions anytime
- Use orange arrows to show/hide the chat box
 
- Go to ideas-idees.ca/webinars for troubleshooting
- Slides and webinar will be posted after today's event





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Today's speaker and moderator



Scott White

Editor

The Conversation Canada
(Speaker)



Nicola Katz

Acting Director of Policy, Programs,
Communications and Membership

Federation for the Humanities and Social Sciences
(Moderator)





THE CONVERSATION

$\mathcal{L} = \oint E \cdot dt$
 $f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \frac{dt}{d\omega}$
 $\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla \cdot \right)$
 $\frac{1}{2} G^2 S^2 \frac{\partial^2 \psi}{\partial S^2}$
 $TC(Q, q)$
 $\cos(\cos(\theta)) \cos(\theta)$
 $\frac{\alpha \Delta M(s, \phi)}{d\phi}$
 $\int_0^{\frac{\pi}{2}} (\log \sin x)^2 dx = \int_0^{\frac{\pi}{2}} (\log \cos x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\log 2)^2 \right\}$
 $\nabla \cdot E = 0$
 $\nabla \times E = -\frac{1}{c} \frac{\partial H}{\partial t}$
 $\nabla \cdot H = 0$
 $\nabla \times H = \frac{1}{c} \frac{\partial E}{\partial t}$
 $-i \hbar \frac{\partial}{\partial t} \Psi = H \Psi$
 $\frac{w \cdot d \cdot (1+w)}{F_v}$
 $\left[\frac{D_i}{P_i} \right]_+$
 $-\mathcal{L} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$

JOURNALISM + ACADEMIA = BETTER INFORMATION!



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THE CONVERSATION

“The purpose of journalism is to give people the information they need to make better decisions about their lives and society.”

The Elements of Journalism

Bill Kovach and Tom Rosenstiel

THE PURPOSE OF JOURNALISM

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THE CONVERSATION

At a time when people need strong journalism more than ever, the business model of the legacy news industry is broken and may be beyond repair. What if Canadian academics, armed with years of knowledge, expertise and research relevant to many of today's current events, could work with journalists to provide a new form of journalism in Canada?

A NEW MODEL



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That's exactly the model for *The Conversation Canada* – the seventh national edition of the global *Conversation* network. Since its launch in Australia in 2011, *The Conversation* has expanded to the U.K., the U.S., France, Africa and Indonesia.

CANADA IN A GLOBAL NETWORK

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THE CONVERSATION

Academics can pitch articles to *The Conversation Canada* or our editors will reach out directly to find a scholar with expertise on the topic we want covered. We feature articles on a wide range of subjects: science, health & medicine, education, technology, politics, arts, economics & business, energy & environment and culture & society.

HOW IT WORKS

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The Conversation Canada's following since a June 2017 launch:

- 600+ articles published and 9 million page views; good social engagement
- Republished by CP, Chronicle-Herald, Toronto Star, Maclean's, National Post, Washington Post, Quartz, Salon, the Guardian and science/medical sites
- 850+ registered academic authors from across Canada

A PROMISING START



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OUR CULTURE & SOCIETY SECTION OFFERS UNIQUE PERSPECTIVES ON DISTINCTLY CANADIAN ISSUES

THE CONVERSATION
Academic rigor, journalistic flair

Search analysis, research, acad

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

Follow Topics Critical Race Theory

- The magic of love and sex**
Frank Klaassen, University of Saskatchewan
- Your "first love" may influence your ideal mate
- Helping Olympians deal with failure
PyeongChang 2018
- Black Panther: Honouring the legacy of Black style
- How Olympic themes shape our differences
- Narratives of South Africa's Black athletes
- Do the Olympics still matter?
- 'Clearing the plains' continues with the acquittal of Gerald Stanley

Ideas can... | Les **idées** peuvent...



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**MANY
INTERNATIONAL
READERS**

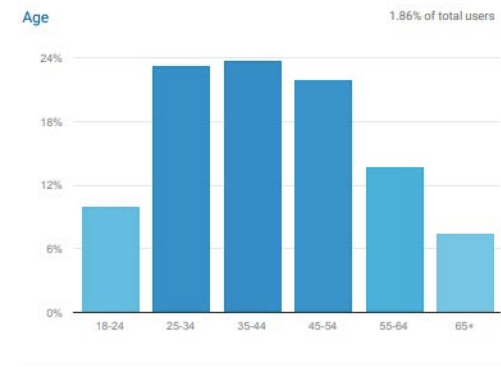
**AMOUNT OF TIME
SPENT ON
CONTENT IS LONG
BY MEDIA
STANDARDS**

| Country | Users | % Users |
|-------------------|---------|---------|
| 1. Canada | 698,752 | 45.70% |
| 2. United States | 360,021 | 23.55% |
| 3. Australia | 178,019 | 11.64% |
| 4. United Kingdom | 64,559 | 4.22% |
| 5. India | 23,901 | 1.56% |

Avg. Session Duration

Commissioning Region: CA

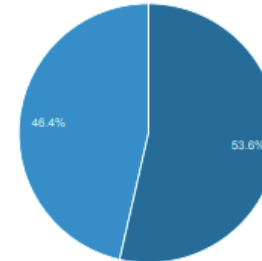
00:02:53



Gender

1.83% of total users

■ male ■ female



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The Conversation Canada is fully committed to starting a French-language edition in 2018. We are currently seeking funding to hire a “Launch Editor” who will commission articles and help raise funds. *La Conversation Canada* will work with French-language academics and researchers, develop partnerships and deepen relations with the French-language media in Canada.

**MAINTENANT:
EN FRANÇAIS**

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We currently have support from 18 universities. *The Conversation Canada* advances their goals of expanding reach, building national and international profile, “knowledge mobilization” and promoting the work of young researchers. They get access to publishing metrics, workshops and training sessions from *The Conversation Canada* staff.

WHY UNIVERSITIES BECOME MEMBERS

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University of British Columbia
University of Toronto
University of Manitoba
Ryerson University/FCAD
Concordia University
Laurentian University
University of Waterloo
University of Calgary
Simon Fraser University

University of Alberta
University of Winnipeg
Memorial University
Emily Carr University
Queens University
Dalhousie University
University of Guelph
University of New Brunswick
York University
Thompson Rivers University

Bishop's University
Carleton University
McMaster University
University of Saskatchewan
McCain Family Foundation
Lawson Foundation
SSHRC
CIHI
Brookfield Institute
Universities Canada

THE CONVERSATION

MEMBERS AND SUPPORTERS



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We help translate academic knowledge to a wider public audience. Academics and researchers get access to a robust analytics dashboard which provides data they can't get from traditional academic publications. The researchers can in turn use this data to demonstrate *knowledge mobilization*, an increasingly important element in grant applications.

WHY ACADEMICS CONTRIBUTE



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Thomas Merritt
Professor and Canada Research Chair, Chemistry and Biochemistry, Laurentian University

[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 (5)

ANALYSIS January 25, 2018
Why aren't you a lefty? A geneticist finds clues in kangaroos and shopping malls
68,581 0 [Twitter](#) [Facebook](#) [LinkedIn](#)

ANALYSIS August 31, 2017
Worth reading: Bananas, dwarves, salt and love
1,756 0 [Twitter](#) [Facebook](#) [LinkedIn](#)

ANALYSIS August 23, 2017
Question de sexe : la prédominance des mâles en laboratoire nuit à la recherche
4,135 0 [Twitter](#) [Facebook](#) [LinkedIn](#)

ANALYSIS August 8, 2017
How to kill fruit flies, according to a scientist
345,225 25 [Twitter](#) [Facebook](#) [LinkedIn](#)

ANALYSIS July 31, 2017
Sex matters: Male bias in the lab is bad science
6,710 5 [Twitter](#) [Facebook](#) [LinkedIn](#)

Reach

Overview - All Articles

5 Articles

426,407 Readers

30 Comments received

9 Comments made

0 Engagements

[Add feedback](#)

Readers

Country / Territory

| Country / Territory | Count |
|---------------------|---------|
| United States | 109,809 |
| Canada | |
| United Kingdom | |
| Australia | |
| other | |

Publications

The Weather Network (Canada) 109,809

DETAILED PUBLISHING ANALYTICS



The Conversation model is based on authors with expertise.
To submit an article, you must be:

- A current researcher/academic with a Canadian university (professor, associate, adjunct, post doctoral, honorary/emergitus)
- A PhD candidate
- A Master's student (with a professor as co-author)

WHO CAN WRITE?



THE CONVERSATION

To register as a potential author, go to:
theconversation.com/become-an-author

Complete three short steps and you'll be set to write.

1. Verify Institution

Please identify your current institution.

2. Education History

Tell us a bit about your formal qualifications.

3. Account Password

Set your password, agree the terms and write!

Your Institution

You must be a member of an academic or research institution to write for The Conversation.

Personal University/Institution Email

Your email address at the university or research centre where you work. We use this to verify your affiliation with that institution. Once your affiliation has been verified you are welcome to change your email to another address.

Institution Name (will be set automatically)

REGISTERING AS AN AUTHOR



Ask yourself these questions before pitching an idea:

- Is this your area of expertise?
- Can you translate tricky issues for others?
- Will this work for a broad Canadian and international audience, written and edited in plain language?
- What “news hook” makes this story timely or relevant?

WHAT TOPICS CAN I WRITE ABOUT?



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Q & A

How to
pose your
questions:



Use GoToWebinar question box on your screen

Email us at membership@ideas-idees.ca

Tweet to the Federation [@ideas_idees](https://twitter.com/ideas_idees)



Scott White, Editor

The Conversation Canada

scott.white@theconversation.com

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✓ Fill in the webinar survey this afternoon

✓ Share the video with your colleagues

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