



New ways of communicating research

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Reinventing University Publishing
Caul Library Publishing Advisory Committee
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Academic ‘blogging’

- Much more accepted in mainstream academia now
- Different styles and purposes
 - informal, thinking out loud
 - formal and authoritative
- Reaching a targeted, self-selecting audience

East Asia Forum

- Two op-ed style pieces a day analysing economic, political and social trends
- Topical but based on (and linking to) deeper research
- Featured in AFR each Monday, also newspapers around the region
- Edited to a high standard
 - communicate and make accessible complex ideas
 - student sub-editors, educational experience
- Underpinned by research program and CAP

East Asia Forum

- Complements traditional academic output:
 - More accessible version (length and style) free online
 - Link to publication: working paper or journal
 - EAFQ publication
- China Update example:
 - ANU Press book each year (open access)
 - shorter EAF piece for accessibility
 - link to relevant chapter for those wanting to read deeper research

East Asia Forum

- Other features:
 - Public good nature with regional ownership
 - Graduate student training
 - Platform for voices in region
- Impact:
 - ANU on the map
 - Regular readers in all major Asia research and policy centres globally: confidential detail
 - Continuous growth in audience since 2008
 - Top class contributors and their willingness

East Asia Forum Quarterly magazine

- Around a theme
(based on a research project)
- Published by ANU Press
- Print run of 10,000 with up to 50k downloads

