

Basic Income News site (basic) analysis

From April – July 2019

BI news readership is presently around 6450 visits/week. Since April this year it has decreased on average from around 8000 unique visitors per week, down to 4000 per week, even though it spiked at almost 16000 visits on the last week of July (for no obvious reason). These numbers are similar to those resulting from the last 2018 analysis. Actions per visit are average at 1.5, from April to July 2019, which comparing to 2018 represents a 14% drop. This means people spend somewhat less time on the website, even though more or less the same amount of people visits it.

BIEN's Newsflash sits at a total number of subscribers equal to 13515. Monthly growth is under 1%, and only 9% of these subscribers persistently open and use the Newsflash (13% other subscribers is moderately engaged with it, and 76% rarely open it). Since January this year, total clicks on the Newsflash has decreased from around 235000 to 73700, a 69% drop. Total opens have also decreased from about 4750 down to 4100 (January through July 2019), representing a 14% decrease.

Even though interest in basic income has been clearly rising around the world, BI News readership doesn't seem to have been following that tendency, with the exception of strange spikes in certain weeks. That could be related to the rise of other sources of information focused on basic income, particularly on the Internet (e.g.: Basic Income Today), and to the relatively low dynamic presented in BI News (e.g.: format, number of posts per week and/or other reasons).

Features "side" of BI News

The Features section of BIEN has focused on quality over quantity in the past year. Guest contributions went through additional scrutiny compared to the past. There have been multiple successful posts, particularly from Eduardo Suplicy who provided a multi-part series on his trip to Kenya to cover the GiveDirectly program. Coverage of the political developments in India have also been a successful addition over the past year, just in time for the annual Congress.

One crucial goal for the Features page was to diversify its coverage beyond Europe and the United States. This goal is coming within reach, as much of our coverage has been related to Africa and Asia in the last year. However, some of the most popular content was often still from the United States. In particular, Andrew Yang related content was especially well received over the last few months. This demonstrates there may still be work to be done to diversify BI News readership.

In the coming year, an effort should be made to expand guest authors from less covered regions and countries around the world. Suggestions from delegates are welcome to be sent to: ubipodcast@gmail.com