

knowable MAGAZINE
FROM ANNUAL REVIEWS



**IMPACT
REPORT**

September 2021

Message from the *Knowable Magazine* team

Dear friends of *Knowable*,

On behalf of the editors, writers, illustrators and reporters here at *Knowable Magazine*, thank you for your support. In this, our first-ever Impact Report, we aim to share more about what your generosity helps make possible.

Knowable Magazine launched in 2017 to serve as a bridge between expert knowledge and the larger public. After eight decades of serving as an indispensable resource for the research community, our parent organization, the nonprofit publisher Annual Reviews, expanded its mission statement to include five small new words: “Annual Reviews is a nonprofit publisher dedicated to synthesizing and integrating knowledge for the progress of science **and the benefit of society.**”

Those five small words carry a great deal of weight, and *Knowable Magazine* is a key initiative in the organization’s evolution into a true public benefit. The Annual Reviews journals are a treasure trove of expert knowledge; *Knowable Magazine* serves to make expert knowledge freely accessible to all.

From the start, we aimed to meet what we saw as an urgent need for thoughtful science journalism that would deeply examine all the best available evidence. Our work could both complement and go beyond the “single study” approach to reporting on the latest developments in science. We set out to tell stories that were compelling, evidenced-based, beautifully illustrated and a joy to read. And, central to our mission and thanks to initial philanthropic support from the Gordon and Betty Moore Foundation and the Alfred P. Sloan Foundation, we make all of our content available for free.

It’s fitting that we are publishing our first Impact Report now, after a year in which science has played a leading role in public discourse, and expert voices have been direly needed. The coronavirus pandemic, the ensuing global crisis and the successes and failures of the responses have underlined just why a well-informed, science-literate public is so crucial. We are proud of our contributions to increasing public understanding of science, and we are humbled to know that donors like you believe in and support our work.

Thank you so much for your support. We could not do this without you.

Sincerely,

Richard Gallagher, Publisher

Eva Emerson, Editor-in-Chief

Rosie Mestel, Executive Editor

Lisa Modica, Art Director

Rachel Ehrenberg, Associate Editor

Katie Fleeman, Audience Outreach and Strategy Manager

Ashley Wiesner, Digital Production and Editorial Coordinator



STATS & FACTS

CONTENT PUBLISHED

(articles, videos, comics & podcasts)

TOTAL: 460

LAST YEAR: 148

REPUBLICATION

TOTAL: 615

LAST YEAR: 290

NEWSLETTER

40K subscribers

READERSHIP

TOTAL:

PAGEVIEWS: 6.4 million

PAGEVIEWS + REPUBLISHED VIEWS: 14 million

LAST YEAR:

PAGEVIEWS: 2.3 million

PAGEVIEWS + REPUBLISHED VIEWS: 6.5 million

Date range: Total: October 26, 2017 — June 30, 2021

Last year: July 1, 2020 — June 30, 2021

Republished views include estimated readership for partners who do not provide data



Recent awards

AMERICAN ASTRONOMICAL SOCIETY

2020 JONATHAN EBERHART PLANETARY SCIENCE JOURNALISM AWARD: [How the moon landings changed our view of the solar system](#)

2020 EDDIE & OZZIE AWARDS

EDITORIAL USE OF DATA

Winner: [Why scientists need to be better at data visualization](#)

LONG-FORM FEATURE CONTENT

Winner: [Synthetic media: The real trouble with deepfakes](#)

Honorable mention: [The life and breath of galaxies](#)

NEWSLETTER

Winner: [Knowable Magazine newsletter](#)

PROFILE OR Q&A

Honorable mention: [To date a dinosaur](#)

SERIES OF ARTICLES:

CONSUMER, SCIENCE & TECHNOLOGY

Honorable Mention: [Building Bodies: A Special Report](#)

SINGLE ARTICLE, CONSUMER, HEALTH / FITNESS

Winner: [The workout drug](#)

SINGLE ARTICLE, CONSUMER, OVERALL

Winner: [Plumbing 101: Building the body's tubes and branches](#)

Honorable Mention: [What is a cytokine storm?](#)

DATA VISUALIZATION

Honorable Mention: [Why scientists need to be better at data visualization](#)

WEBBY AWARDS

WEBSITES AND MOBILE SITES, SCIENCE

2020 Honoree

BEST SHORT-FORM SCIENCE WRITING

NEWS, INVESTIGATIVE OR DATA, JULY-DECEMBER 2020

Pick: [What is a cytokine storm?](#)

Honorable mention: [The fragile state of contact languages](#)

MISFITS, JULY-DECEMBER 2020

Pick: [The origin of mud](#)

Solid science coverage during a global pandemic

The Covid-19 pandemic brought science to the forefront of public discussion. In the midst of the uncertainty, we sought to do what we do best: publish solid, well-reported science journalism. And, crucially, we could make this essential coverage available for free, both for our own readers and for other news outlets to republish through our content-sharing partnerships.

With support from the Alfred P. Sloan Foundation, we developed [Reset: The Science of Crisis & Recovery](#). These stories cover the evolving knowledge of the new coronavirus and the illness it leaves in its wake. Taking a broader view, the ongoing series continues to examine how the world is responding to the crisis and how society may change post-pandemic.

Just to name a few examples:

Solidly reported explainers including:

- [What is a cytokine storm?](#)
- [How viruses evolve: Lessons for the pandemic](#)
- [Know thine enemy: Why genetic sequencing is key to tracking Covid-19](#)

Deeply reported features exploring:

- [The bat-virus détente](#) (a version appeared in the *Washington Post*)
- [Growing a more resilient global food system](#) (republished by *Insider* and the *Counter*)
- [The enduring allure of conspiracy theories](#) (republished by *Nieman Lab*)

Comics, produced in collaboration with *The Nib*, delving into:

- [Coronavirus evolving: How mutations arise and new variants emerge](#)
- [How the pandemic could change architecture](#)

Short, scientist-written opinion pieces discussing:

- [How men can 'lean in' on behalf of women](#) (produced with the *Los Angeles Times*)
- [Wanted: Online gamers to help build a more stable Covid-19 vaccine](#) (produced with *Bloomberg Opinion*)
- [Four ways HIV activists have saved lives during Covid](#) (produced with *Newsweek*)

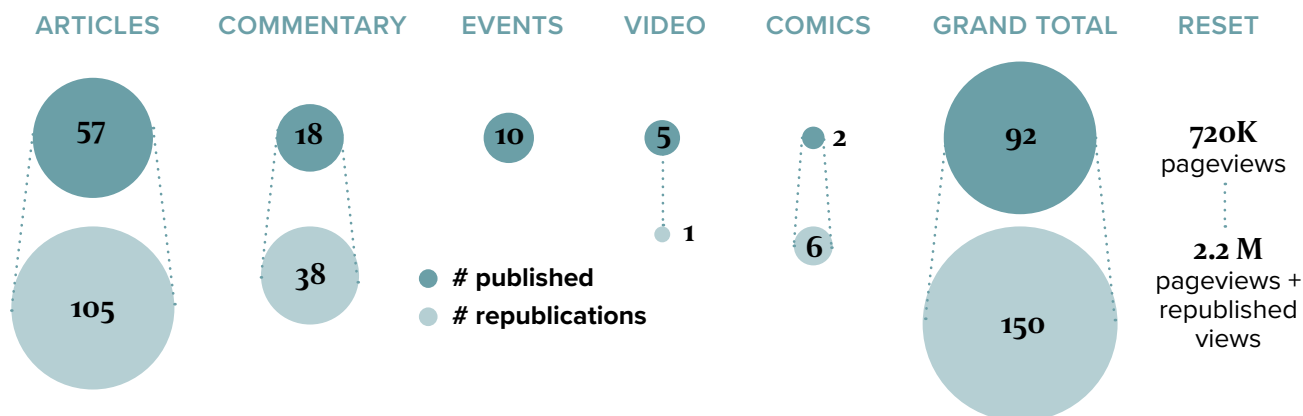
High-quality videos in which leading scientists explain:

- [Coronavirus transmission: SARS-CoV-2 in the air](#)
- [Pandemic economics: The economy of fear](#)
- [Covid-19: Why race matters for health](#)

Explore more: knowablemagazine.org/report/reset













METRICS




Launching an engaging online event series

As part of Reset, we launched a free online event series that brought the voices of leading scientists directly to our audience. We wanted the presentations to be lively and conversational, so we sought out scholars who could communicate their expert knowledge in an accessible way, and we addressed audience questions during the moderated discussion.

From October 2020 – May 2021, we produced 10 events on a broad range of topics, from sourdough science to child development to wearable devices. Over 4,100 viewers joined live from around the world and thousands more watched the free replay.

 <p>EVENT LIVING WORLD The science of sourdough: Free online event VIDEO: Watch the conversation with microbial ecologist Erin McKenney and Gylaine Lacaze and Karl De Smedt of Puratos baking consulting company</p>	 <p>EVENT HEALTH & DISEASE How has the pandemic influenced public attitudes toward science? VIDEO: Watch our conversation about how understanding and trust in science have changed in the past year, science's evolving role in society and how group identities shape people's views.</p>
 <p>EVENT HEALTH & DISEASE Covid-19 and the Immune System: The Good, the Bad, and the Ugly VIDEO: Watch our discussion on how the immune system responds to viral threats and what that means for developing vaccines against SARS-CoV-2</p>	 <p>EVENT FOOD & ENVIRONMENT Baking resilience into the food system VIDEO: Watch our conversation about the pandemic's effect on global food supplies and distribution, and how we might prevent future crises arising from climate change</p>
 <p>EVENT SOCIETY Stress and Resilience in the Pandemic and Beyond VIDEO: Watch our conversation about the science of stress, coping and resilience, including advice on how to survive the pandemic and thrive through what's next</p>	 <p>EVENT THE MIND Effects of the pandemic on the developing child VIDEO: Watch the replay of our live conversation about how Covid-19 and social distancing are affecting children now, and what to expect as we emerge from the crisis</p>
 <p>EVENT HEALTH & DISEASE Preventing the next pandemic: Exploring the origins and spread of animal viruses VIDEO: Watch our conversation about how infectious agents are transmitted from one species to another, and what can be done to prevent future pandemics</p>	 <p>EVENT HEALTH & DISEASE Keys to successful aging VIDEO: Watch a scientific exploration of why old age is often associated with high levels of emotional well-being, even as physiological and cognitive capacity declines</p>
 <p>EVENT THE MIND How to change behavior during a pandemic: From personal habits to public health VIDEO: Watch our conversation about the science of behavior change — from public health tools to slow the pandemic to keeping New Year's resolutions</p>	 <p>EVENT TECHNOLOGY Monitoring our health with smartwatches VIDEO: Wearable devices are increasingly used for tracking health data and identifying problems. Watch the conversation from Wednesday, May 26 exploring the promise and pitfalls of personal tech.</p>

Watch the replays: knowablemagazine.org/events



METRICS

8,200 registrants

153 countries

4,100 live viewers

6,600 replay views (including all platforms)

Republishing

From the start, we realized that one of the best ways to reach interested readers would be allowing other publications with eager, established audiences to republish our work. This approach has proved an enormous success, doubling our reach. *Knowable* stories have been republished over 600 times by more than 60 publications, from our hometown *San Jose Mercury News* to India's *The Wire*. We recently started to explore opportunities to translate *Knowable*'s work into other languages, so that *Knowable*'s deep reporting can benefit readers beyond the English-speaking world.

Philanthropic support allows us to provide these high-quality stories, for free, to a broad range of publications, increasing public awareness of science and scholarship, while making sure that the writers, editors and illustrators who craft these compelling stories are paid and credited.

Interested in becoming a republishing partner? Please get in touch!

Contact us at knowablemagazine@annualreviews.org.

Our guidelines here: knowablemagazine.org/republish.



A few examples of republished stories and media partners:

PBS NewsHour [Making people aware of their implicit biases doesn't usually change minds. But here's what does work](#)

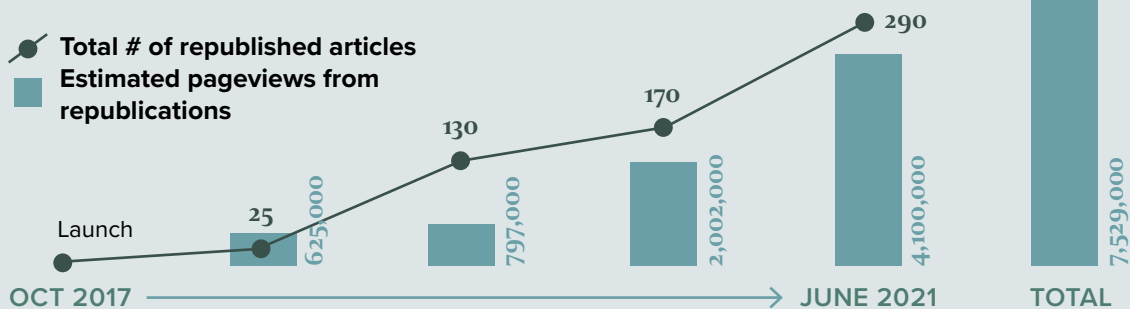
Medscape [Seven ways to fix this pandemic—and stop the next one](#)

BBC Future [Mindfulness may have been over-hyped](#)

Smithsonian Magazine [Five things you probably didn't know GPS could do](#)

Washington Post [Intermittent fasting and why when you eat makes a difference](#)

The Atlantic [The cerebellum isn't what we thought](#)



Our work has appeared in:



Smithsonian

The Atlantic

SCIENTIFIC AMERICAN™

THE WIRE

BBC FUTURE

The Washington Post

THE WEEK

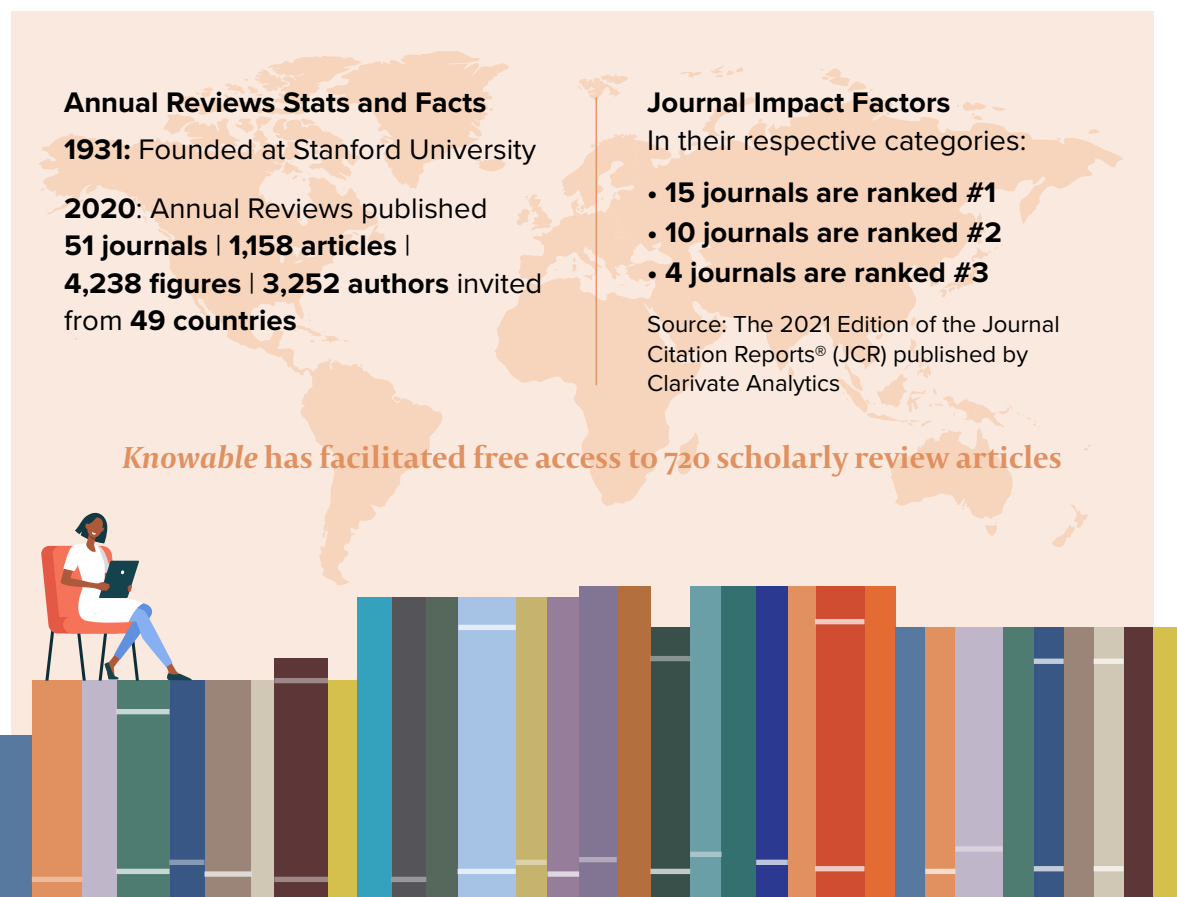
PBS NEWSHOUR

ASBMB
American Society for Biochemistry and Molecular Biology

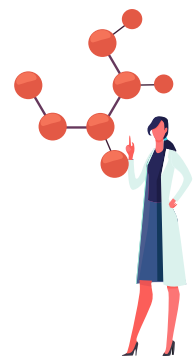
Unlocking expert knowledge

For over 85 years, *Knowable's* publisher, nonprofit Annual Reviews, has been a trusted source for scientists seeking to keep up to date with solid, comprehensive evaluations of research, the most promising developments and future lines of inquiry. Annual Reviews' [51 journals](#) publish over 1,000 review articles every year in the life, biomedical, physical and social sciences — a wealth of knowledge with implications and applications beyond the scholarly realm. *Knowable* provides free, seamless access to related reviews at the end of every article. To date, *Knowable* has facilitated free access to over 720 review articles, with readers seeking out such in-depth information more than 92,000 times.

Knowable complements this expert scholarship by rendering it more accessible to non-specialists through the use of clear language and enticing graphics, providing context and key points around an issue. Review articles often serve as springboards; beyond that initial inspiration, editorial decisions are made by the magazine's editors, guided by journalistic best practices and our independent judgment as to what will best inform, intrigue and have an impact on readers.



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Notable stories

Expert insights into pressing social issues

In a world roiled by inequality, unrest and political and racial divisions, evidence-based solutions are crucial. We [talked with psychologist Anthony Greenwald](#), co-creator of the implicit association test, which exposes the deep-seated biases people unknowingly hold; he told us what works and what doesn't to curb these intractable prejudices. We profiled the [Center for Policing Equity](#), a coalition of social scientists, legal experts and former police officers that works with police departments to identify and reduce racist behaviors. We asked scholars what the future may hold for [Black Lives Matter](#), based on the fate of past movements. And our story on [the psychology of lying](#) detailed how misconceptions about "what a liar looks like" can lead to grave miscarriages of justice.



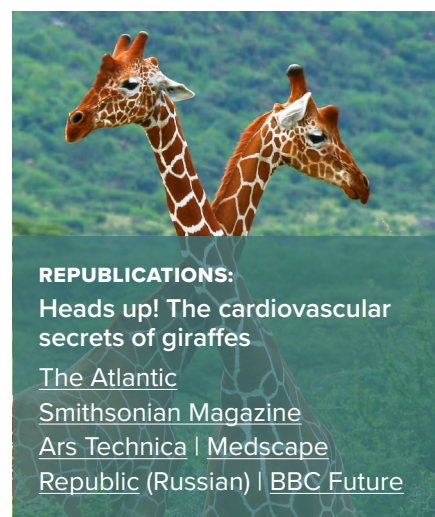
A changing climate

Knowable kept its eyes on the urgent climate crisis and sustainability issues. We talked with an environmental law expert who holds that [a healthy environment should be codified as a human right](#), and with a climate scientist on the role of [geoengineering](#) in solutions. We looked at [how to reforest after California's wildfires](#) to future-proof for a warming climate; at the problem of [emissions of nitrous oxide](#) (laughing gas) in agriculture; and at new ideas on fostering sustainability, through [governance at the local level](#). We also published an expansive package on how [improvements in recycling](#) could help enable a circular economy.



Illuminating the wonders of the natural world

Some of the best science, and science journalism, comes from following one's curiosity. Reading about something — anything! — other than Covid and politics also served as welcome respite for many this last year. A few of our favorites include a look at the [origins of mud](#) and a delightful romp through [the biology of mistletoe](#). On the eve of the tense 2020 US election, we indulged in a deep dive into [the ungentle joy of spider sex](#). Of course, some of the topics we tackled also hold real-world applications, such as [the cardiovascular secrets of giraffes](#); the genetic tricks of [long-lived animals](#); and the [physics of silent owl flight](#) (which could inspire quieter windmills).





Capturing the human side of science

Video brings the emotional impact of research to the forefront. A notable recent example is our [short documentary](#) accompanying a [story on ADHD in women and girls](#). In the video, members of a support group tell their stories about the challenges and stresses associated with living with ADHD. Published more than a year ago, the video continues to resonate with viewers, many of whom have shared their experiences, resources and tips in the comments. To see the video help others, and then to witness it inspiring viewers to further share and help one another, punctuates why the work we do at *Knowable* is so worthwhile.

Probing the history of ideas

We have access to a treasure trove of Annual Reviews articles, some dating as far back as 1932. These time capsules offer unique looks at how scientists thought in the past about everything from the feasibility of solar power to the nature of memory. The shifts in views as time passed and knowledge accrued can be surprising. Drawing on these and other archives, we launched the first season of the *Knowable* podcast in January 2021.

“This show promises to deliver great content in the future. I particularly like the format of 15-20 minutes for each episode, because it satisfies my commute. It is long enough to provide interesting sound bites backed by resources to bring home to the dinner table, and you can consult their complementary magazine if you care to dig deeper. Despite it being relatively new, I for one am looking forward to keeping it in my queue, so I don’t miss a single episode!” —Dr. Heidi’s Independent Review Of A Science Podcast You Probably Haven’t Heard Of... But Should Be Listening To



THE KNOWABLE PODCAST, SEASON 1:

EPISODES

- [How black holes morphed from theory to reality](#)
- [The heart of invention](#)
- [Memory, the mystery](#)
- [The dazzling history of solar power](#)

A final thank you

To close, we offer a humble thank you to:

The Gordon and Betty Moore Foundation

The Alfred P. Sloan Foundation

The Annual Reviews Board of Directors and leadership

Our colleagues at Annual Reviews

Our Magazine Advisory Group

Our writers, reporters and illustrators

The Annual Reviews editorial committees and broader research community

And of course, a final thank you to you, our donors, whose support and generosity makes our work possible.

Get more involved

We want to hear from you. Comments? Questions? [Send us your feedback](#)

Are you a teacher or educator using *Knowable* stories in the classroom?

We'd love to learn more. [Please get in touch.](#)

Want to bring *Knowable's* fact-checked, evidence-based stories to your audience?

[Learn more about republishing our content.](#) Translation requests will be considered on a case-by-case basis; [email us to start a conversation.](#)

Knowable Magazine and Annual Reviews have multiple opportunities for donors interested in deepening their support for science journalism and scientific understanding.

For more information, please contact Kara Mitzel, Director of Development
kmitzel@annualreviews.org






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