

included

[an article on International Women's Day](#)

that reviewed some of the key remaining areas of inequality between women and men (1,700 tweets); an exclusive on

[the complex transnational company structure](#)

of Adani's planned Carmichael coal mine in Queensland (1,300 tweets); and an illustrated piece on

[old maps of Australia from the National Library's Trove collection](#)

(900 tweets).

At the *Sydney Morning Herald*, a feature on [the United States's demand for Cambodia to repay its war debt](#) was shared 1,800 times

(most likely also by interested international readers); a new

[federal opinion poll showing Labor with a 10-point lead](#)

over the Coalition received 1,200 tweets; and its

[Women's Day article on abusive men claiming to be feminists](#)

was shared in 1,000 tweets.

Finally, *news.com.au* performed unusually strongly on 9 March, receiving around 50% more tweets than it would on an ordinary day. This is due for the most part to its coverage of

[WikiLeaks's latest release of classified CIA documents](#)

, which receives some 1,000 tweets that day.

It's yet another demonstration of what we have previously observed as the WikiLeaks effect. This is when stories by domestic news outlets receive increased international circulation because they are picked up by WikiLeaks supporters. We've seen similar dynamics, too, whenever Australian news sites cover teen bands such as One Direction or Five Seconds of Summer.

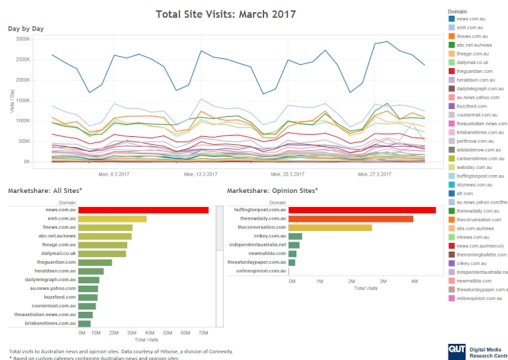
Such international effects are necessarily absent from our Hitwise data, which track visits to Australian news sites by domestic users only. Here, *news.com.au* remains steady (and clearly in the lead) on 9 March, as the WikiLeaks story fails to make an impact.

By contrast, however, we do see some increases in site visits to a number of outlets during the final week of March, as Cyclone Debbie makes landfall in Queensland. *news.com.au* and especially

ABC News

(as the national emergency broadcaster) are particularly prominent during this time.

The *Courier-Mail* and – less strongly so – the *Brisbane Times* see significantly increased traffic especially on Thursday 30 March, as the remnants of the cyclone pass over Brisbane and cause flash flooding as well as school and business closures.



Total visits to selected Australian news and opinion sites, Mar. 2017. Data courtesy of Hitwise, a division of Connexity

Background information on the Australian Twitter News Index: ATNIX is based on tracking all tweets which contain links pointing to the URLs of a large selection of leading Australian news and opinion sites (even if those links have been shortened at some point). Datasets for those sites which cover more than just news and opinion (abc.net.au, sbs.com.au, ninemsn.com.au) are filtered to exclude the non-news sections of those sites (e.g. abc.net.au/tv, catchup.ninemsn.com.au).

Data on Australian Internet users' news browsing patterns are provided courtesy of [Hitwise, a division of Connexity](#)

. This research is supported by the ARC Future Fellowship project "Understanding Intermedia Information Flows in the Australian Online Public Sphere".

Disclosure

This research is supported by the ARC Future Fellowship project "Understanding Intermedia Information Flows in the Australian Online Public Sphere". Axel Bruns is collaborating with The Conversation in the ARC Linkage project "Amplifying Public Value: Scholarly Contributions' Impact on Public Debate".

Read more <http://theconversation.com/atnix-debbie-misses-twitter-75776>