

Turnbull's Trump parody was only a brief Twitter hit in June

Written by The Conversation

The [charges against George Pell](#) also received a strong response at the Sydney Morning Herald (3,300 tweets). An [open letter](#) by Martina Navratilova accusing Margaret Court of homophobia also generated considerable interest (1,900 tweets), as did a report on Foreign Minister Julie Bishop's [suspected links with Chinese political donors](#) (1,700 tweets).

[Hitwise](#) data on the total number of visits to leading Australian news and opinion sites reveals a similar picture. Nine News received a brief boost from the leaked video of Malcolm Turnbull's Trump impersonation. Despite this, ABC News managed to pull ahead of Nine to become the third most visited Australian news sites in the month.



Hitwise is Australian news and opinion sites. Data courtesy of Hitwise, a division of Connexity.

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

AHNIX June. Data courtesy of Hitwise, a division of Connexity., Author provided

The strong showing for the national broadcaster reflects a long-term trend. In recent years, total site visits to The Age and the Daily Mail have declined slightly, while Nine News has stagnated and ABC News has grown. If the trend continues, ABC News will permanently establish its position as the third most visited Australian news site.

It is remarkable that Australian Twitter was [once again](#) caught up in domestic issues – in spite of the considerable global instability caused by Brexit, Trump, the concerns over Syria and North Korea, and various other trouble spots. This indicates, at least in part, that we have now incorporated these daily uncertainties into our everyday lives: we no longer feel the need to share news stories about them on a daily basis.

It also means that those of us who continue to monitor these situations closely are more likely to consume and share news from closer to the source: for instance, by sharing news from British or American outlets rather than waiting for Australian media to recapitulate the latest

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developments.

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).

Disclosure

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Read more <http://theconversation.com/turnbulls-trump-parody-was-only-a-brief-twitter-hit-in-june-81487>