

Measuring impact

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I was asked by a friend on Saturday, with whom Jacqueline and I were discussing what meaningful work might be, just what the impact of what I do is.

I explained that I see myself as both an educator and a storyteller, helping people see what is possible in the political economy.

“But how do you measure success?” he asked, and as he works in nature conservation, he knows the challenge implicit in that question.

So, I explained the challenges of creating explanations and narratives for people with different skills, pre-existing knowledge, aptitudes, learning methods and interests. This led to a discussion on the video/blog overlap, or rather, the lack of it. But I was still challenged on impact. So I talked about data and feedback, comments, likes, and votes, and my friend agreed that these indicated impact, but what I realised is that I have rarely audited this data, and so last night I looked at the reaction to Saturday and Sunday’s posts (and so reflecting about 38 hours of data at the time) and found:

- * I published 7,606 words on Saturday and 6,415 on Sunday, or a total of 14,021 in all, with a little under half being video transcriptions and the rest being posts. To put that number in context, that sum, in total, is about a fifth of the number of words in many books, published in just two days.
- * There were two videos and eleven posts in all.
- * There were up to 19.30 last night, just over 200 comments on the blog.
- * There were 644 likes on the blog, with more on Saturday’s posts than Sunday’s, unsurprisingly. Topical posts were most popular, and the quantum essays were the least popular. Video transcripts only get moderate likes on the blog.
- * The blog had 25,176 views on Saturday and more than 31,000 by the time I reviewed matters on Sunday evening. That’s a bit below average for a Saturday, but heading for well above average for a Sunday.
- * Both videos had more than 16,000 views by last night.

- * The YouTube channel had 40,000 views in total on Saturday and was heading for at least 50,000 on Sunday.
- * There were more than 3,000 video likes of the videos on YouTube over the two days, with more than 98% being positive.
- * The videos had more than 700 comments posted on them.
- * Saturday's video had a poll linked to it. Just over 200 people voted on this on the blog. 4,300 had voted by last night on YouTube. The questions were the same, and the profiles of answers were very similar.

In total, therefore, there were by 19.30 last night, more than 9,200 reactions in all, the vast majority being positive.

Is that impact? You decide, but I think the response makes the effort worthwhile.