Scientists tend to opt for simpler and more unified hypotheses. Such considerations are often viewed as at best pragmatic in matters of theory choice. In this talk, I put forth a novel conception and an associated measure of unification, both of which are demonstrably more than just pragmatic considerations. The discussion commences with a brief survey of some failed attempts to conceptualise unification. It then proceeds to an analysis of the notions of confirmational connectedness and disconnectedness, which are essential ingredients in the proposed conception of unification. Roughly speaking, the notions attempt to capture the way support flows / fails to flow between the content parts of a hypothesis. The more the content of a hypothesis is confirmationally connected, the more that content is unified. Since the confirmational connectedness of two content parts is determined by purely objective matters of fact, the proposed notion and measure of unification are themselves objective.