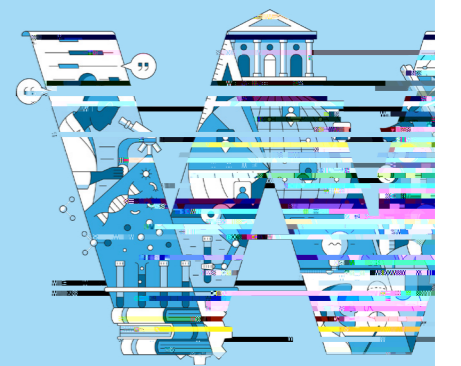


THE

# INTRODUCTION

“Times Higher Education’s goal is to work with the sector to help universities understand their 21st-century mission, and to support them in their endeavor to deliver



# THE WORLD UNIVERSITY RANKINGS

THE MOST ROBUST METHODOLOGY UNDERPINNED BY SOUND DATA

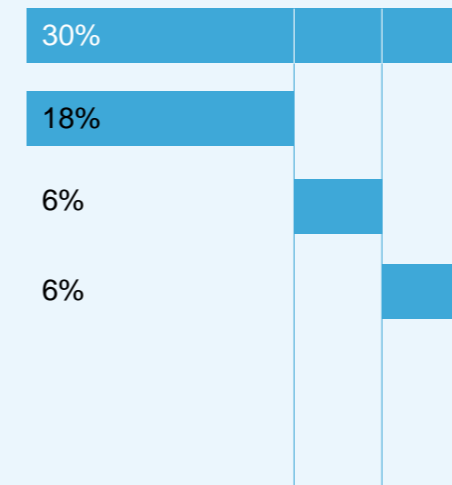
- 108 million citations analysed
- 14.4 million research publications
- 430,000 data points from institutions
- 140,000 reputation survey votes
- 22,000 reputation survey respondents
- 2,144 institutions submitted data
- 1,662 institutions included
- 99 countries/territories included

ELIGIBILITY CRITERIA:

Z

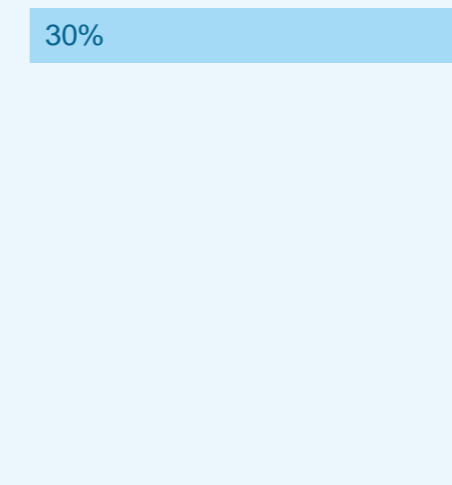
## THE WORLD UNIVERSITY RANKINGS METHODOLOGY

RESEARCH (volume, Income and reputation)

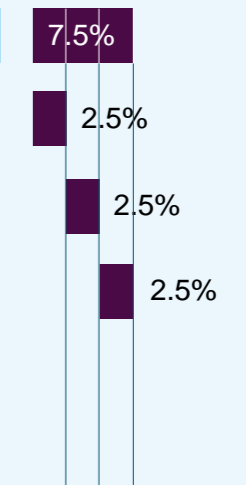


18% Research reputation survey  
6% Research income  
6% Research productivity

CITATIONS (SFTFBSDI JOnVFODF)



INTERNATIONAL OUTLOOK (staff, students, research)



2.5% Proportions of International student  
2.5% Proportions of International collaboration  
2.5% International collaboration

INDUSTRY INCOME (knowledge transfers)



“There is no world department of education, but Times Higher Education are doing a real service to universities in comparison and understanding.”

LYDIA SNOVER, Director of Institutional Research Massachusetts Institute of Technology (MIT)

02

BRAND AND  
VISIBILITY

THE's World University Rankings – a vital resource for students and their families as well as for academics and university administrators and governments across the world – help to attract more than 30 million people to our website each year, and as they make headlines around the world, they touch hundreds of millions more individuals.

In the Rankings in Institutional Strategies and Processes (RISP) report by the European University Association (2014), a survey of 171 higher education institutions from 39 countries found that more than three-quarters of institutions used their position in rankings for marketing and publicity purposes.

DOES YOUR INSTITUTION USE  
ITS POSITION IN RANKINGS FOR

“The Trends in Higher Education Marketing, Recruitment, and Technology study [Hanover Research, 2014] shows that university branding data to support a desired image. A university's position in rankings serves this purpose well. Ranking outcomes are often mentioned on institutional websites, on social media and institutional presentations in order to increase institutional visibility and credibility.”

ANNA-MALIN SANDSTROM,  
7 V S P J ` V M Ä J L Y , ( 0 ,

HAVE THE RESULTS OF RANKINGS HELPED OR HINDERED THE FOLLOWING ACTIVITIES IN YOUR INSTITUTION?

Enhancing your public image



2%

1%

2%

2%

- Helped
- Hindered
- Helped and hindered
- 1HLWKHU QR LQ2XHQFH
- I don't know, I could not tell

05

BENCHMARKING AND ANALYTICS

THE has collected more than 9 million individual data points from 3,500+ universities in over 100 countries and regions, creating an unrivalled proprietary dataset and establishing THE as a world leader in higher education analytics.

University leaders have increasingly been using KPIs from rankings to monitor performance, inform strategy and also benchmark against peer institutions.

The vast majority of EUA's RISP survey respondents report that they monitor their institutional performance in rankings and that the senior institutional leadership is involved in this process. Some even have dedicated staff or units for this purpose.

THE DataPoints' benchmarking and analytics software was launched in 2016 to provide detailed performance information across all of the core areas of university activity, as well as allowing comparison and benchmarking against other institutions – whether competitors or collaborators – across regions, subjects and other key criteria.

here

DO YOU MONITOR THE RANKING OF OTHER/PEER INSTITUTIONS?

“DataPoints is useful for the diagnosis of both our strengths and weaknesses. It provides potential solutions for a positive correlation between citation and international research collaboration through our DataPoints analysis of Yonsei and its peer institutions. Yonsei’s leadership has been working to promote international research collaboration for the purpose of strengthening our internal research ecosystem.”



- Yes, we monitor the ranking of other/peer institutions in our country
- Yes, we monitor the ranking of other/peer institutions abroad
- We are planning to do it
- Yes, we monitor the ranking of other/peer institutions, both in our country and abroad

## 06 DATA COLLECTION

THE's rankings support institutions to improve their capacity to generate comprehensive, high-quality data and information to underpin strategic planning and decision-making so as to be able to provide meaningful, comparative information about institutional performance. Rankings also impact discussions about, and collection of, comparative data on both a national and institutional level, and encourage not only the collection but also the publication of data to the public.

## 07 REPUTATION

THE's rankings offer a platform for universities around the world to celebrate their achievements across research, teaching and sustainability. The global QPQVMBJSJUZ BOE JOnVFODF PG 5) & T SBOLJOHT IFMQ UP CSJOH universities' societal impact to the forefront, creating a positive public dialogue and reinforcing universities' achievements, merits and reputations.

BETTER POLICIE

“Rankings help maintain and build institutional position and reputation”

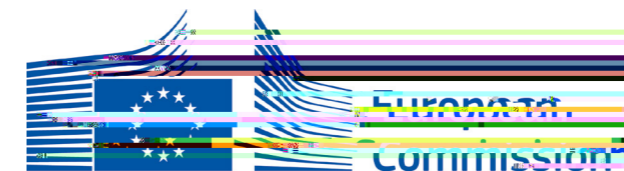
According to an OECD report: “University leaders believe rankings help maintain and build institutional position and reputation; good students use rankings to ‘shortlist’ university choice, especially postgraduates; BOE LFZ TUBLFIPMEFST VTF SBOLJOHT UP JOnVFODF UIFJS decisions about accreditation, funding, sponsorship and employee recruitment. Respondents say ‘reputation derived from league tables is a critical determinant for applicants’.”

Furthermore, 63 per cent of respondents to the EUA's RISP survey said that rankings affected their institution's reputation in a generally positive way.

“We know that rankings do more to direct universities’ attention, policymakers’ attention, students’ attention than any other policy tool. Rankings help to change behaviour, they induce self-criticism – looking at what you can change, what you can do better. They nudge people and organisations to do better.”

GERARD DE GRAAF

+PYLJ[VY MVY KPNP[HS [YHUZMVCNULPANCY@TIMEHIGHereducation.com



## THE'S DATA AND CONSULTANCY SERVICES

THE's Consultancy provides strategic, data-driven guidance to universities and governments globally. Building on our vast sector expertise and long history, we support our partners to build effective and sustainable strategies aligned to their unique mission.

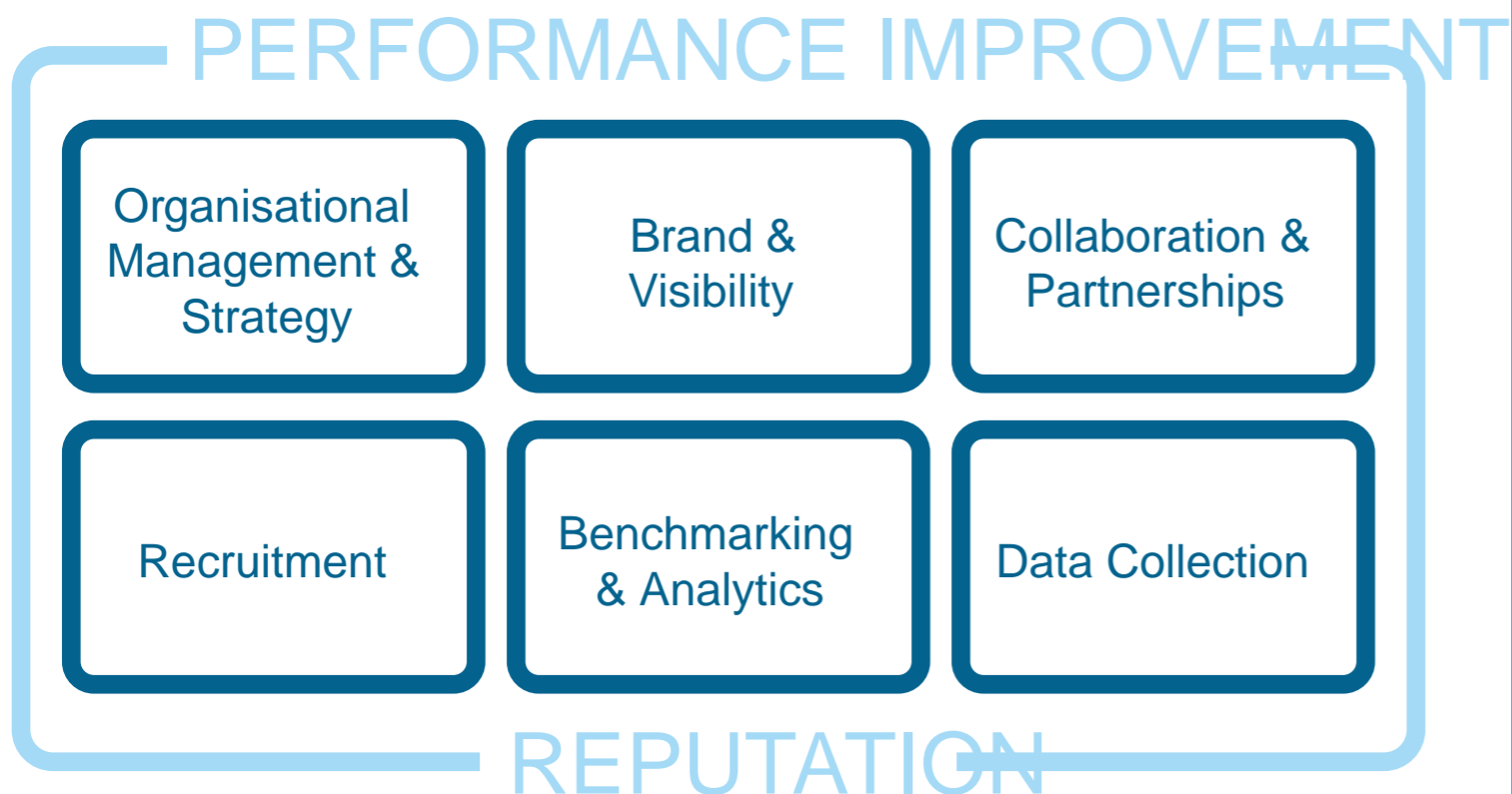
Included in THE Consultancy's portfolio of services is an assessment of research quality and capacity building, as well as the possibility of conducting a rankings simulation for your institution.

For more information about THE's data or consultancy services, please email [consultancy@timeshighereducation.com](mailto:consultancy@timeshighereducation.com)



# IMPROVING THE PERFORMANCE OF YOUR INSTITUTION

By participating in THE's rankings your institution will be taking key steps to becoming more competitive in your own country, as well as on the global stage. The benefits of participating in THE's rankings as outlined in this document will ultimately contribute to improving your university's performance against the specific targets you have as an institution, as well as offering global visibility, comparison and benchmarking. THE is here to give you the global platform, data and tools you need to drive improvements as a university leadership team.



# REGISTER YOUR UNIVERSITY

Submissions to the next edition of THE's World University Rankings, WUR 2023, will begin in January 2022 and conclude in March 2022. Participation is free, and you can register your institution by clicking the button below, or if you have any questions, you can contact [data@timeshighereducation.com](mailto:data@timeshighereducation.com)





**THE**

[data@timeshighereducation.com](mailto:data@timeshighereducation.com)