



# GLOBAL INSTITUTIONAL PROFILES PROJECT

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Including - *Times Higher Education World University Rankings*.

June 2010



THOMSON REUTERS

# Introduction & Overview



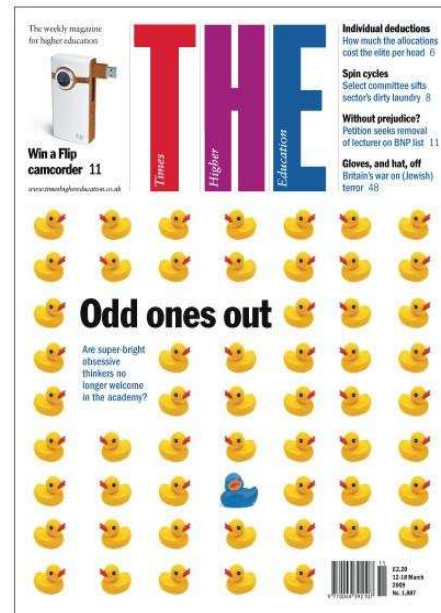
- The Global Institutional Profiles Project aims to capture a comprehensive picture of academic institutions around the globe
- This will include tools to visualize the data and make easy comparisons between similar Higher Education Institutions, or comparisons of unique aspects.  
For example, it will be possible to look at indicators of performance in the Social Sciences or to just look at teaching or research performance
- The first use of this data will be to inform the 2010 *Times Higher Education World University Rankings*.





# About Times Higher Education

*The weekly magazine for all higher education professionals*





## Times Higher Education

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- In November 2009, Times Higher Education (THE) announced:

*“We have signed an agreement with Thomson Reuters, the world’s leading research data specialist, to provide all the data for our annual World University Rankings from 2010 and beyond*

*We have decided to end our relationship with QS, who will have no further involvement in Times Higher Education's annual World University Rankings.”*

- Thomson Reuters *Global Institutional Profiles Project* will be used as the data source for the Times Higher Education World University Rankings for 2010 and beyond



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# World University Ranking – methodology (announced June 2010)

## THE PROPOSED NEW RANKINGS METHODOLOGY

### Economic activity/Innovation

Research income from industry  
(scaled)

### Research indicators

Academic papers (scaled)

Citation impact (normalised)

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Reputation survey (research)

### Institutional diversity

Ratio of international to  
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Ratio of international to  
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Institutional income (scaled)

10%

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25%

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Final weightings will be determined after consultation



# Why University Rankings?

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- A desire to distil the diverse nature of a university to a simple set of numbers is appealing to the layperson:
  - Public / Media
  - Students
- The brand of a university is essential to attract the best talent and funding and the rank of the university has a big impact.
  - Best administrative leaders
  - Best quality students
  - Best researchers and faculty
  - More funding

} Drives better performance / better ranking position
- Rankings have been criticised for:
  - Poor methodologies
  - Poor quality of data / information
  - Poor understanding / interpretation
- Rankings are here to stay!



## Thomson Reuters response

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- Thomson Reuters do **NOT** produce rankings
- We are listening to the concerns of the stakeholders and building our resources around their feedback
- We are profiling hundreds of institutions around the world and creating a detailed picture of each institution
- We will collect:
  - Information on a various aspects of performance
  - Subject specific data
  - Information that is valid, relevant and internationally comparable
- Thomson Reuters will analyse the data and provide the necessary expertise to interpret the data in a meaningful way



# Global Institutional Profiles Project

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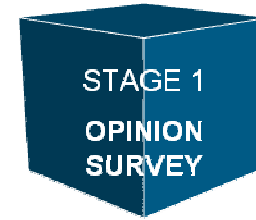
- There are 5 key stages to the project:





# Profiles Project – Opinion Survey

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- We wish to hear what the stakeholders have to say about rankings and comparisons
- Late in 2009 we sent an open survey to stakeholders in university rankings
- We compiled the results from >350 people around the globe and published a report in February 2010
  - 85% of respondents said that comparisons were either ‘extremely/very useful’ or ‘somewhat useful’
  - The data and methodology currently utilized were perceived unfavourably by many and there was widespread concern about data quality
  - Current analyses tend to favour English speaking nations.
  - 74% of respondents believe that institutions manipulate their data to move up in rankings.



## Profiles Project – Platform Group

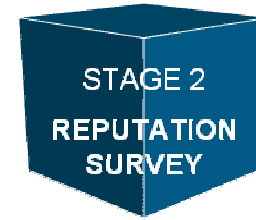
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- In addition to the Opinion Survey, a “Platform Group” of key stakeholders from around the world will provide feedback and sense checking on the multiple steps of the project and methodology
- Members include institution heads, Officers for research strategy and academics, while member institutions include:
  - Yale University (USA)
  - King’s College London (UK)
  - McGill University (Canada)
  - POSTECH (Korea)
  - Karolinska Institute (Sweden)
  - University of Queensland (Australia)



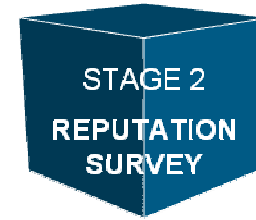
# Profiles Project – Academic Reputation Survey

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- Carefully designed survey asking academics around the world to give feedback on the reputation of academic institutions, with a clear distinction between the reputation for *Research* and *Teaching*
- Produced with the help of a 3<sup>rd</sup> party specialist
- Invitation only for un-biased results:
  - Structured sampling of invitations with regional and subject balance
  - Contacts were sourced from Thomson Reuters databases supplemented by third party sources
  - A large number of respondents statistical relevance
  - Respondents rate reputation within their own area of specialisation
  - Survey was translated into multiple languages to over come English language bias
- The survey completed in May 2010 with record levels of response





## Reputation Survey results analysis

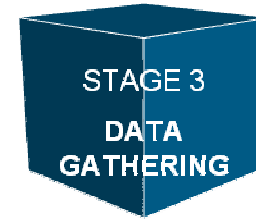
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- The survey received responses from academic teachers, researchers and administrators across the world
- Excellent breadth of results across different subject areas with thousands of responses received in six subject areas:
  - Engineering and technology
  - Physical sciences
  - Life sciences
  - Clinical, preclinical and health
  - Social sciences
  - Arts and humanities.
- Nearly one third of these responses came from Asia, including a strong representation from China and Japan.



# Profiles Project – Institutional Data Gathering

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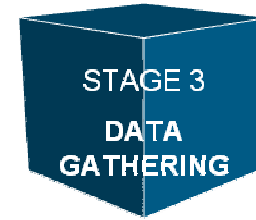
- Thomson Reuters will work closely with leading institutions from around the globe to build up comprehensive profile of factual information about the institution
- Data collected will include things such as the preferred institution name, key contact points and mission statement
- Institutions will also provide detailed information about the institutional activities across multiple subject areas
- Thomson Reuters has made considerable efforts to clearly define the different data types that are required to improve comparability across different regions.





# Profiles Project – Institutional Data Gathering

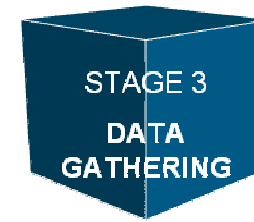
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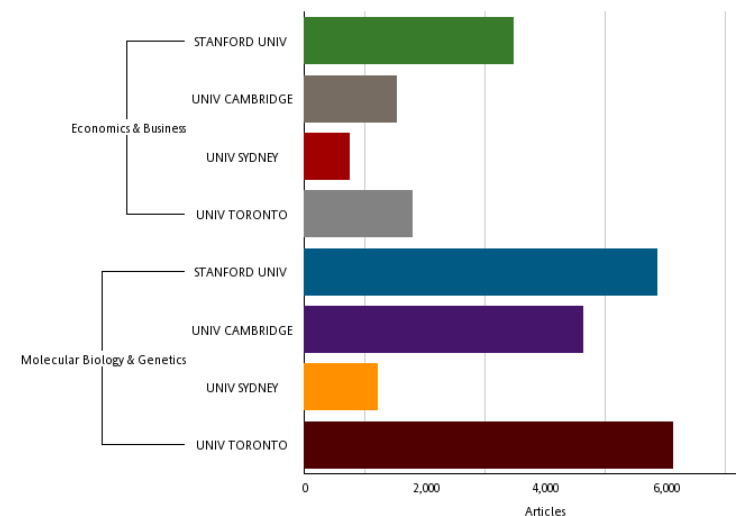
- The key information that we will be capturing are:
  - Academic staff
    - Of which of international origin / women
  - Numbers of research-only staff
  - Undergraduate students admitted
    - Of which of international origin / women
  - Undergraduate degrees awarded this year
  - Doctoral students admitted
    - Of which are funded by competitive research studentships
  - Doctorates awarded
  - Institutional income – Total
  - Research income – Total
    - Of which originates from Public sources
    - Of which originates from Industry/Commercial sources



# Profiles Project – Institutional Data Gathering



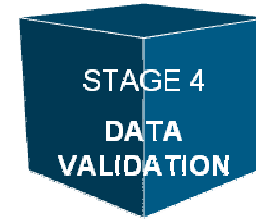
- We will also collect information on the institution's publication activity including the number of articles and citations.
  - Our data source will be the *Web of Science*, widely recognised as the gold standard for research evaluation
  - We will perform a detailed name unification process conforming to common guidelines for inclusion and exclusion of affiliated institutions.
- Thomson Reuters is the leading expert in the use of bibliometric data and we are confident of our ability to provide a fair and balanced view of each institution's research outputs



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# Profiles Project – Data Validation & Interpretation

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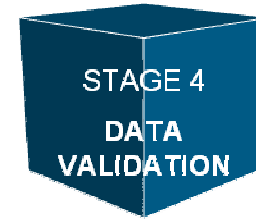


- At the end of the data collection process there will be three main categories of information:
  - Descriptive information and quantitative data about the institution and its activities
  - Results from the Academic Reputational Survey
  - Bibliometric indicators (articles and citations)
- Data needs to be validated to make sure it is accurate and complete.
  - Cross-check with publicly available data sources
  - “Reality” check



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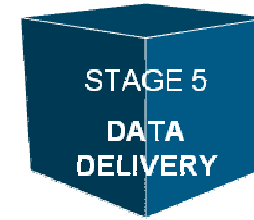


- Data will need to be normalized to create comparability across different fields of study
- For example, some institutions have a medical school and some institutions are specialized in particular areas of technology, the social sciences and the arts
- Each of these different fields will have different characteristics
  - Articles in the field of engineering are typically not cited highly
  - Research funding in the social sciences is relatively sparse
- By normalizing the data we can make fairer comparisons between institutions with a different subject specialization

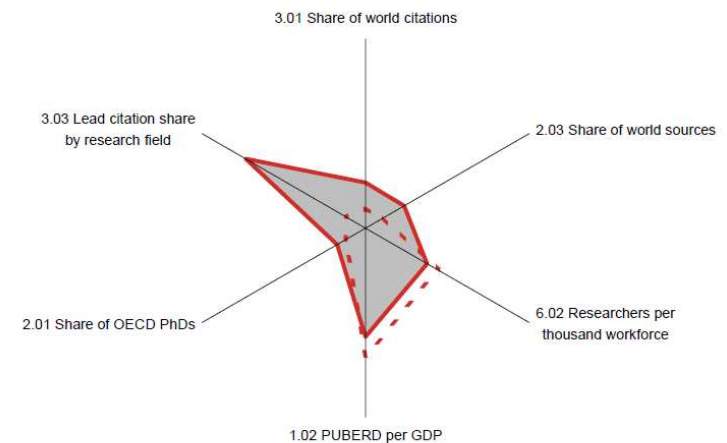


# Profiles Project – Data Delivery

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- We will deliver data to the *Times Higher Education* for creation of the 2010 *World Universities Rankings*
- Thomson Reuters will also utilize the profiles to enhance some of our existing evaluation services.
- We will make the detailed profiles available as a commercial product to support strategic management and decision making
- This data will be enhanced with benchmarking, normalization and visualization to make easy comparisons

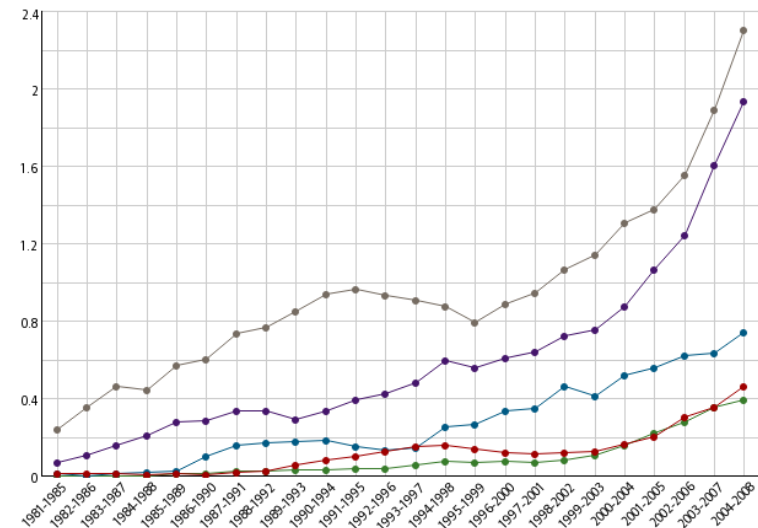




## Future directions

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- This is the first year of the Profiles Project. We are confident that we are making the right steps but there are opportunities to enhance the profiles, and in turn the rankings, for the future
  - New data elements, e.g. Socio-economic impacts
  - More retrospective data → trend analysis
  - More institutions, more regional context, non-academic research institutions.
- Thomson Reuters will be engaging with the stakeholders to better understand the concerns and requirements





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# THANK YOU

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**Simon Pratt**

Project Manager, Institutional Research

[simon.pratt@thomsonreuters.com](mailto:simon.pratt@thomsonreuters.com)



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