

Who Rules?

UNIVERSITY RANKINGS: WEIGHTINGS AND BIAS

Quantifying scientific impact: networks, measures, insights?

12-13 February 2015
Zurich

ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



MARTIN JUNO
QS Intelligence Unit

#QSWUR

To enable

**MOTIVATED
PEOPLE**

around the



to achieve their

POTENTIAL

by fostering

**INTERNATIONAL
MOBILITY**



**EDUCATIONAL
ACHIEVEMENT**

and

**CAREER
DEVELOPMENT**

OUR AUDIENCE

ACADEMICS

ALUMNI

PROSPECTIVE
STUDENTS

PROSPECTIVE
PARTNERS

GOVERNMENT

SCHOLARSHIP
PROVIDERS

CURRENT
STUDENTS

EMPLOYERS

UNIVERSITY
LEADERS

OUR WORK

LEAGUE TABLES



SUBJECTS



QS Global 200 Business Schools

CONTEXTS



ASPECTS



QS Global Employability Index

TYPES



CLASSIFICATIONS

IN NUMBERS



OVER
3,500
UNIVERSITIES
CONSIDERED

OVER
20m
DIRECT WEB
VISITORS

OVER
60m
TOTAL WEB
VISITORS

OVER
850
UNIVERSITIES
RANKED

COVERED IN
500+
MAJOR MEDIA
OUTLETS

OVER
90k
SURVEY
RESPONSES

USED BY OVER
9
NATIONAL
GOVERNMENTS

RUN FOR
10
YEARS IN
2014

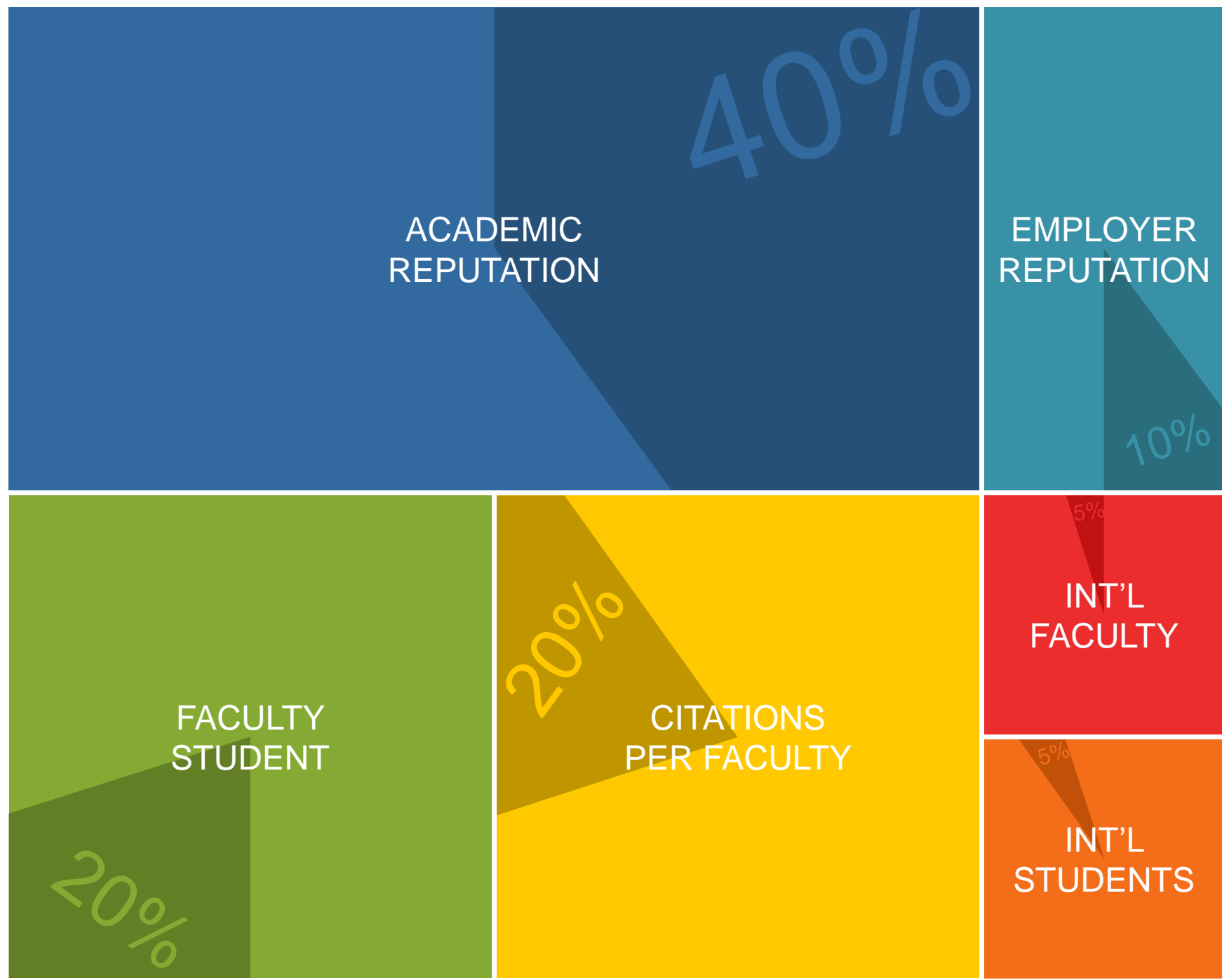
OVER
30
ACADEMIC
ADVISORS

LED BY
50+
YEARS' RANKING
EXPERIENCE

JUST
29
NEW ENTRIES IN
2014

OUR APPROACH





WEIGHTINGS

HOW DO WE SET THEM?

APPROPRIATENESS

DATA AVAILABILITY

STRENGTH
OF DATA

FEEDBACK FROM THE MARKET

LIMITING RELIANCE ON SELF-
REPORTED DATA

EXPERT ADVICE

IS THERE A BIAS?

FOCUS ON ONE
AREA ONLY
(Usually research)

INDICATORS
WHERE TO STOP?

LANGUAGE /
CULTURE
(English /
European)

**YES, ALL
RANKINGS
HAVE IT**

OVERALL OR BY
SUBJECT?

WEIGHTINGS
How are they
defined? What's the
purpose?

RESPONSE RATE
Is it enough?

HOW MANY
INSTITUTIONS TO
EVALUATE?

TEACHING,
RESEARCH,
SOCIAL IMPACT?

BUT WE ARE TRYING TO REDUCE IT...

SUBJECT RANKINGS

REGIONAL RANKINGS

STRONGER SURVEYS

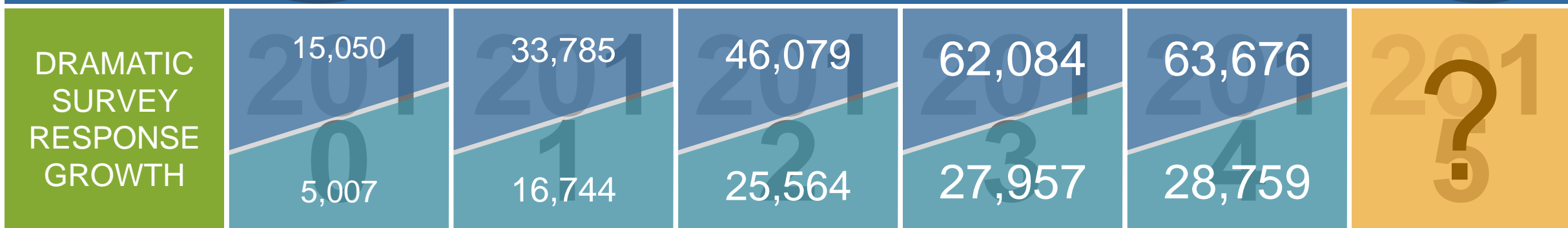
FIELD STANDARDIZATION?

WE ARE EVALUATING MORE
INSTITUTIONS

WE SUPPORT INSTITUTIONS TO
PROVIDE ACCURATE DATA

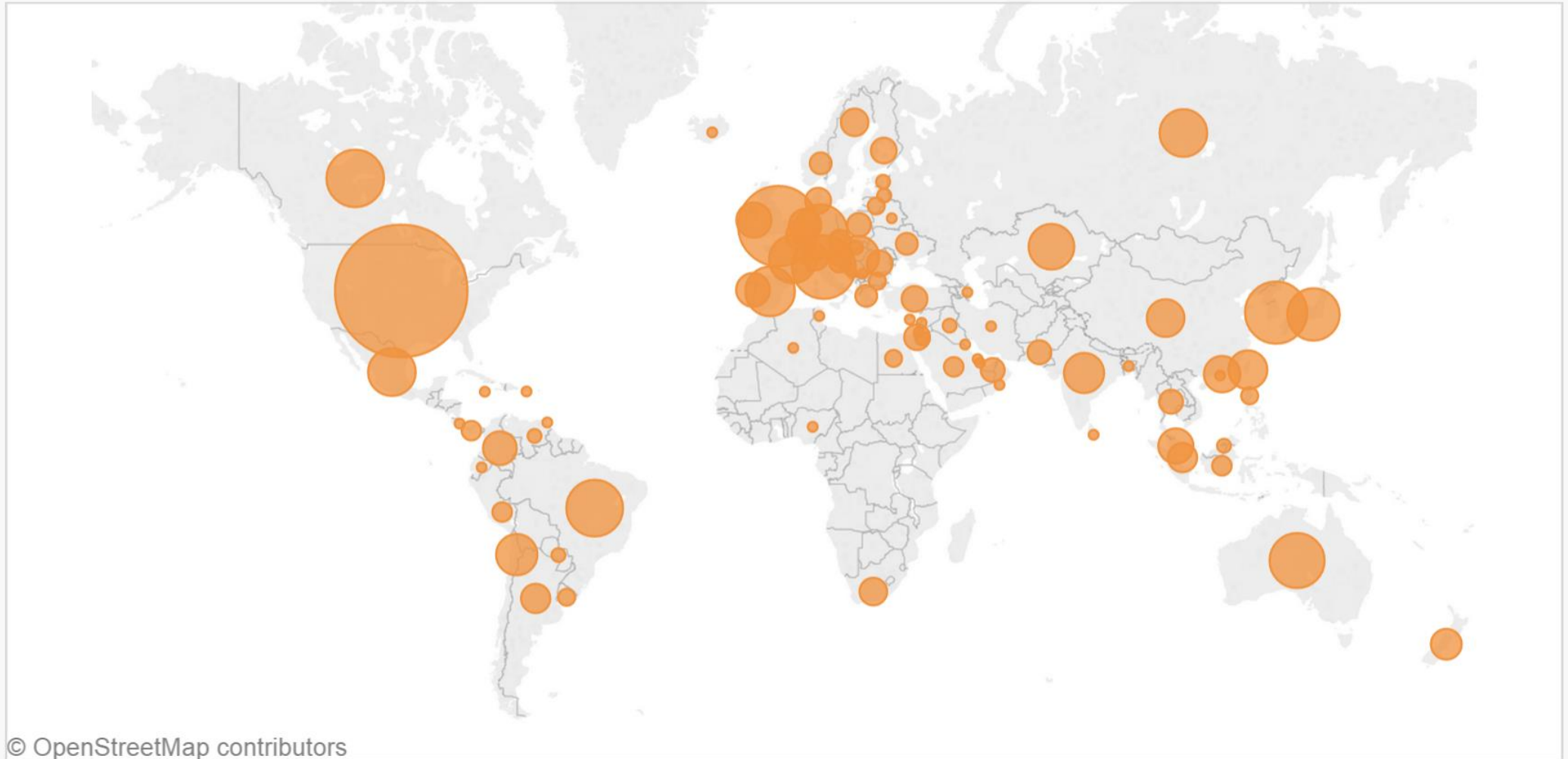
SURVEY MEASURES

ACADEMIC



EMPLOYER

ACADEMIC RESPONSES BY COUNTRY



REPUTATION SURVEYS

RISKS AND BENEFITS

SUBJECTIVE MEASURES

POTENTIAL TO DETECT WHAT'S HAPPENING NOW

INADEQUATE SAMPLING

LANGUAGE INDEPENDENT

POLARISATION

DISCIPLINE INDEPENDENT

POTENTIAL VOLATILITY

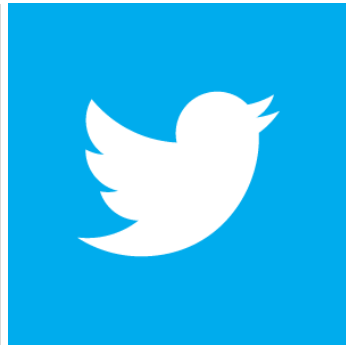
INDEPENDENT OF SELF-REPORTING

'HALO EFFECT'

REPUTATION MATTERS...
EVEN IF YOU DON'T AGREE



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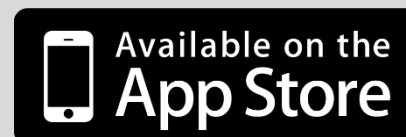
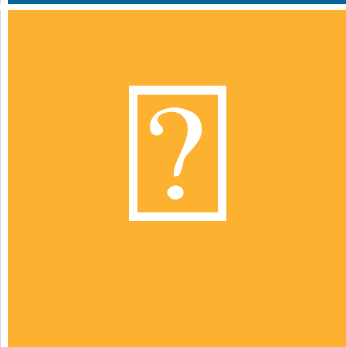
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THANK YOU