



THE

Methodological Changes

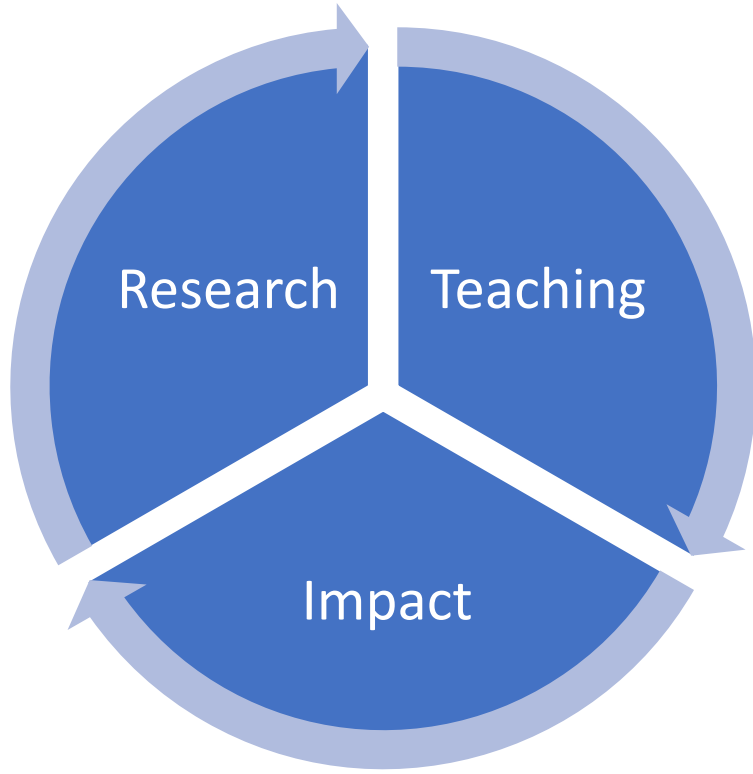
Our next generation of performance
metrics

MEASURING UNIVERSITIES

“ To help **universities** understand their position against their mission.
To help **students** find and access the university best suited to their abilities and aspirations.
To help **higher education** deliver transformational teaching, research and innovation.



A UNIVERSITY'S MISSION

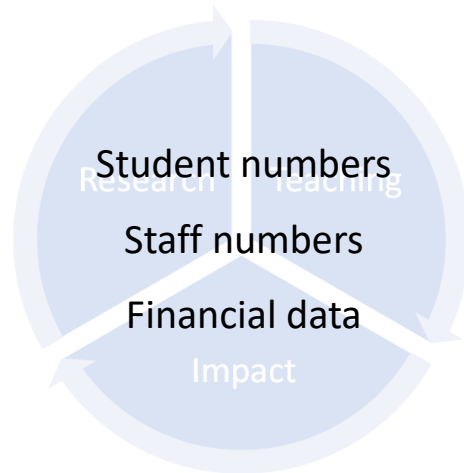


A DATA VIEW...

Reputation



Student outcomes
Student experience



Bibliometric data



Policies and actions

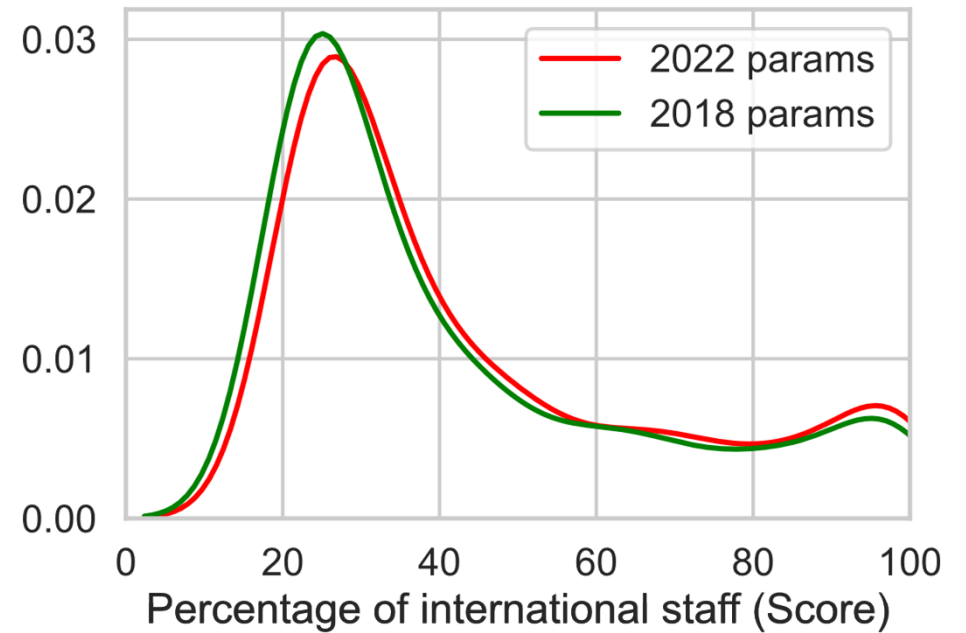
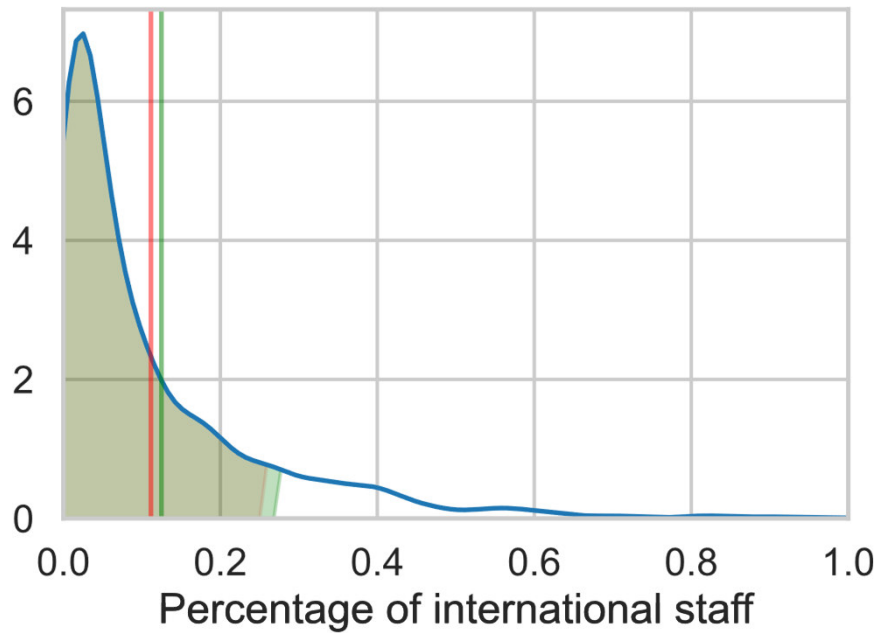
THE WORLD UNIVERSITY RANKINGS



- WUR 3.0 methodology update in WUR 2024
 - Collection of additional data in WUR 2023
- Fixed scoring parameters
- New metrics
 - International placement
 - Patents cited
- Improved citations and reputation metrics
- Country normalisation for internationalisation metrics

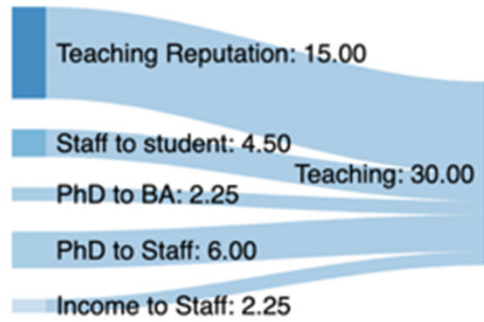
FIXED PARAMETERS

Why fixed parameters?

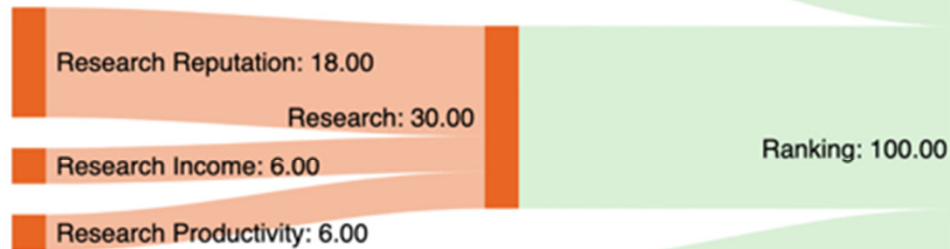


NEW METRICS...

Teaching



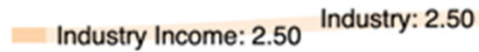
Research



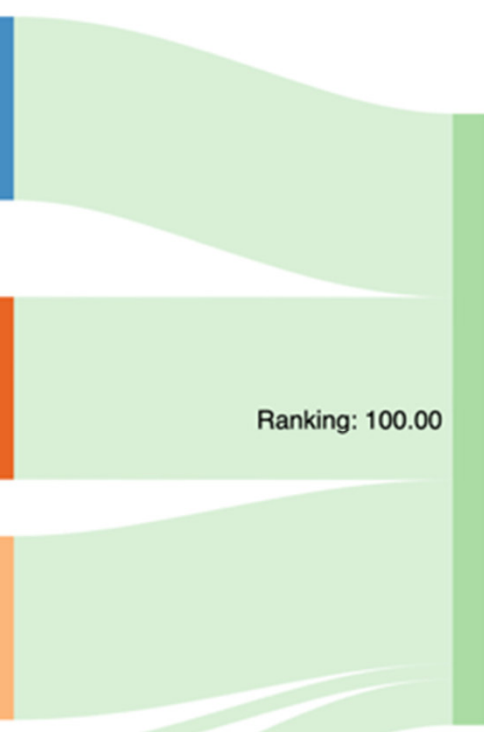
Citations



Industry

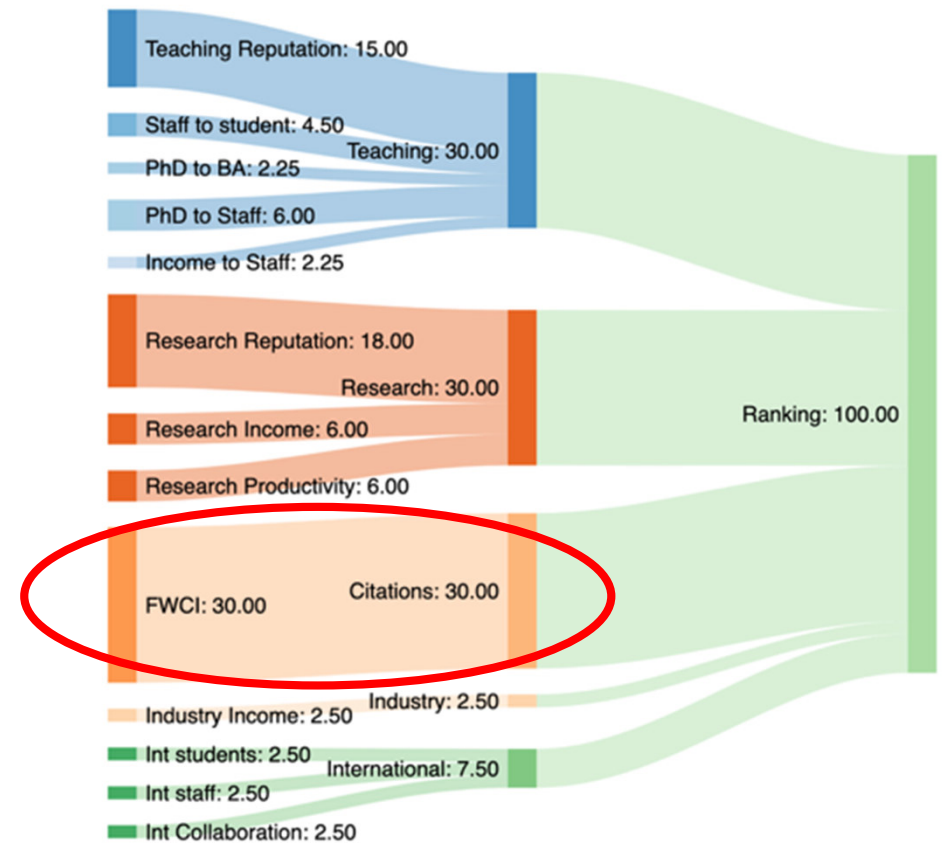


International



CITATIONS

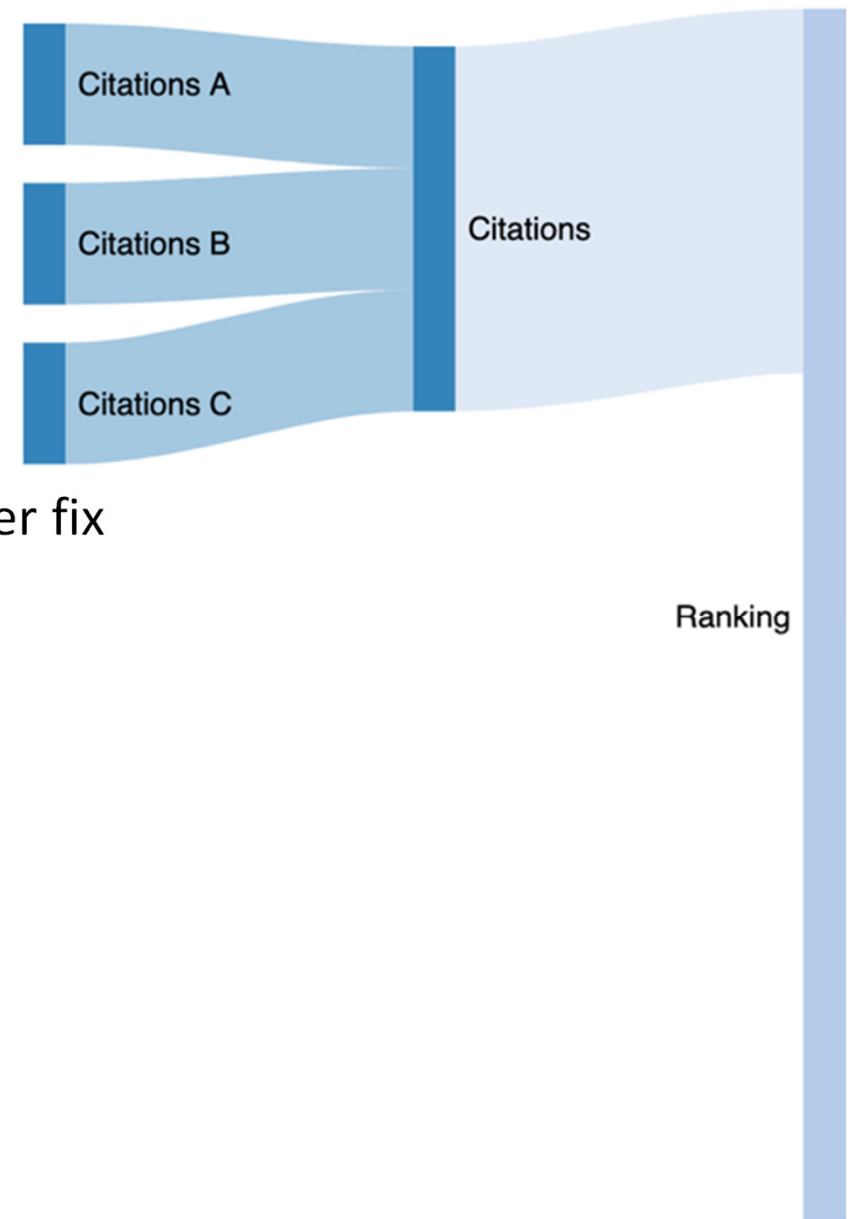
- Currently we have a single measure
- Normalises for
 - Subject
 - Year
 - Type of publication
- Different calculation for kilo author papers
- Country normalisation to balance for non-English language publications



CITATIONS - OBJECTIVES

Objectives

- Allow extension of ranking
- Remove country weighting and Kilo Author Paper fix
- Reduce outlier institutions/papers
- Explore impact of self-citations

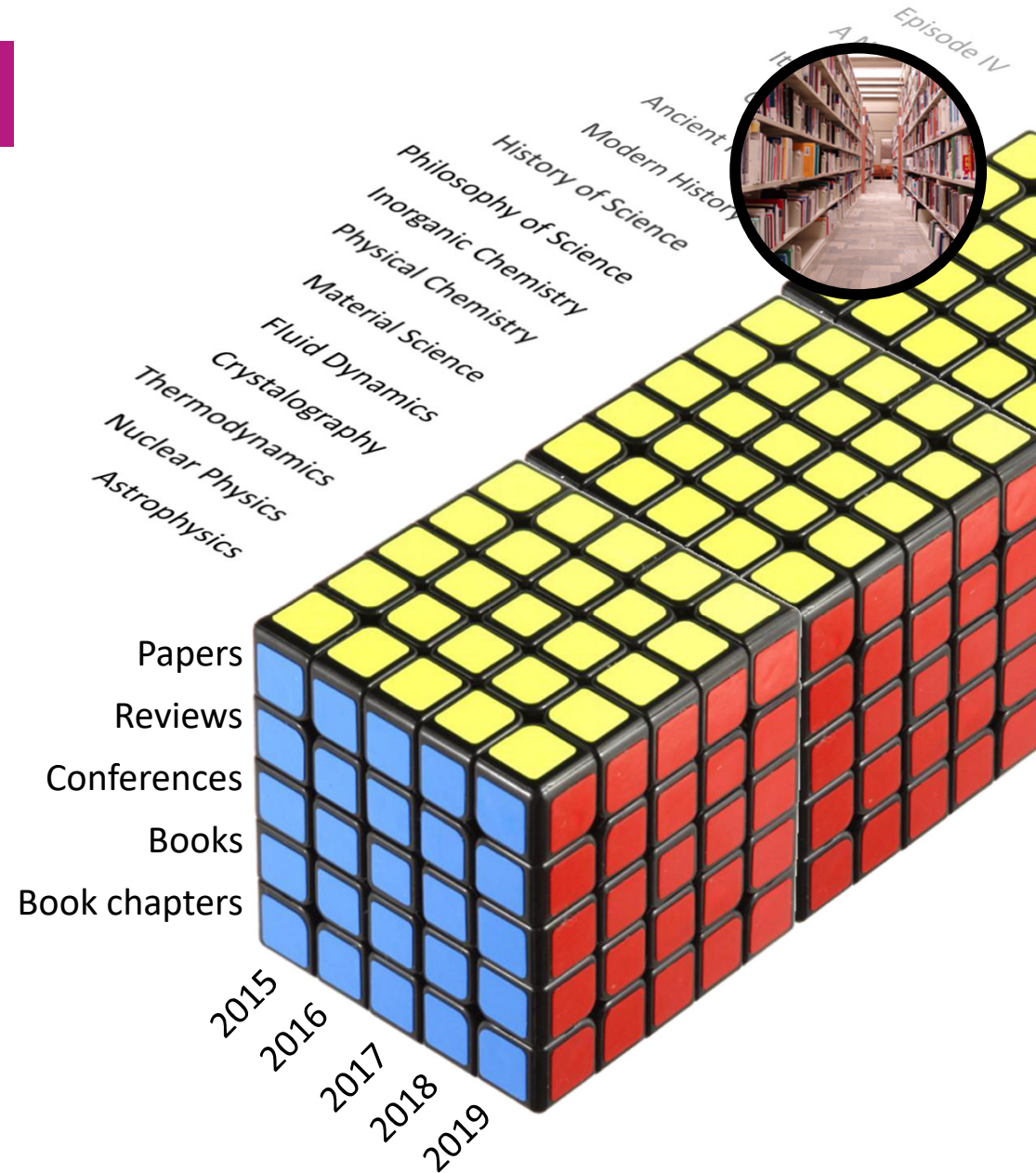


CALCULATING CITATIONS

- We want to calculate the average number of citations that a piece of research from an institution receives

We normalise by

- Year
- Type of publication
- Subject
- Within each cell we compare a paper to the average
- We average these scores across the university



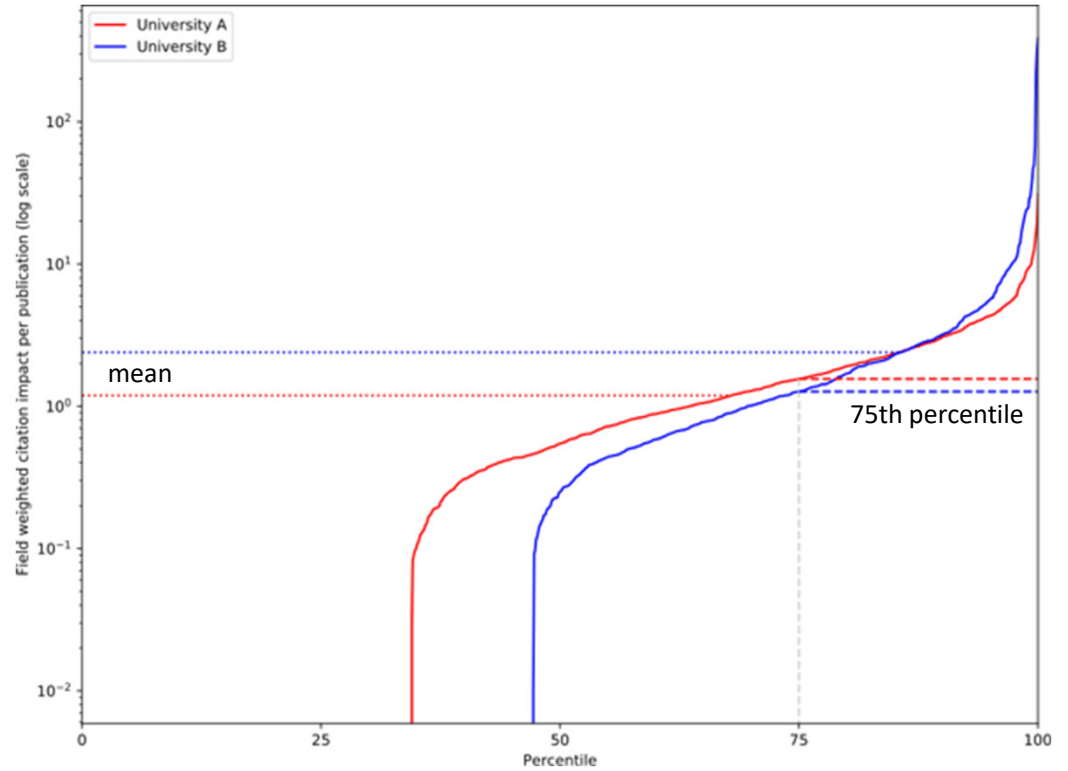
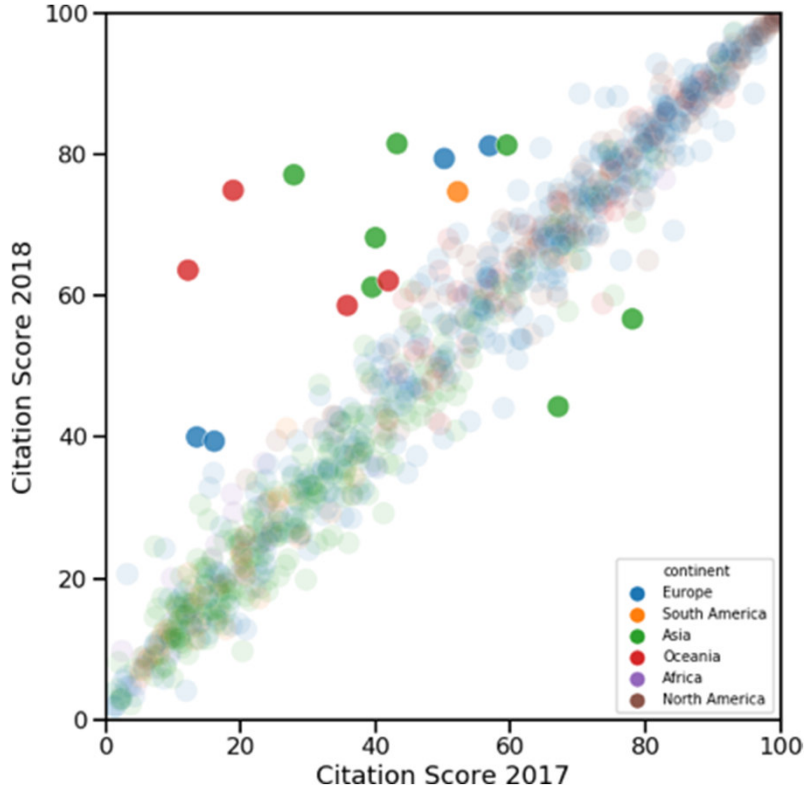
CURRENT APPROACH

1. Remove publications in suspended journals
2. Remove publications outside current time window
3. Calculate FWCI of every publication in Scopus
4. Calculate Fractional FWCI of publications with 1000 or more authors
5. Calculate average FWCI of publications associated with each university
6. Create country weighted version
7. Normalise across set of included universities

CURRENT APPROACH

1. Remove publications in suspended journals
2. Remove publications outside current time window
3. Calculate FWCI of every publication in Scopus
- ~~4. Calculate Fractional FWCI of publications with 1000 or more authors~~
5. Calculate 75th percentile FWCI of publications associated with each university
- ~~6. Create country weighted version~~
7. Normalise across set of included universities

ANOMALIES OF CURRENT CITATION SCORES



CITATIONS: RELEVANT PERIOD

The times higher education world university rankings, 2004-2012
(2013) Ethics in Science and Environmental Politics, 13(2), pp. 125-130

Scopus Metrics

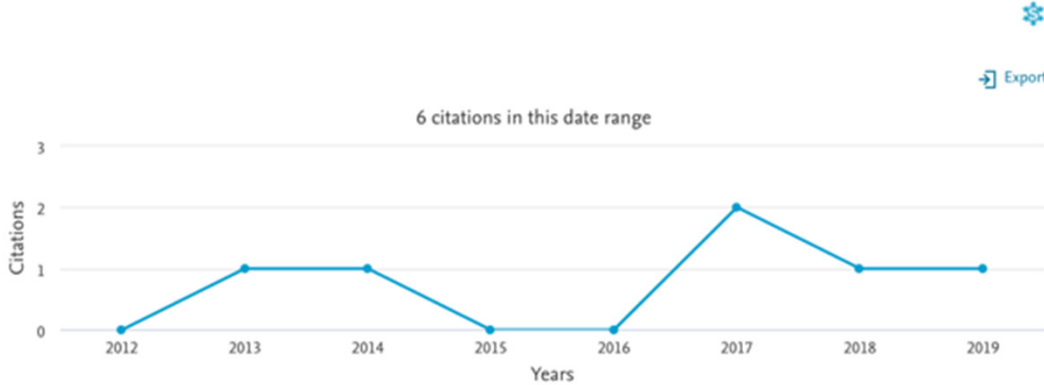
About Snowball Metrics

6 Citations

Total number of times this document has been cited in Scopus.

Date range: 2012 to 2019 Update

- Include all citations
- Exclude self citations
- Exclude citations from books



Citation benchmarking

Shows how citations received by this document compare with the average for similar documents.

55th percentile

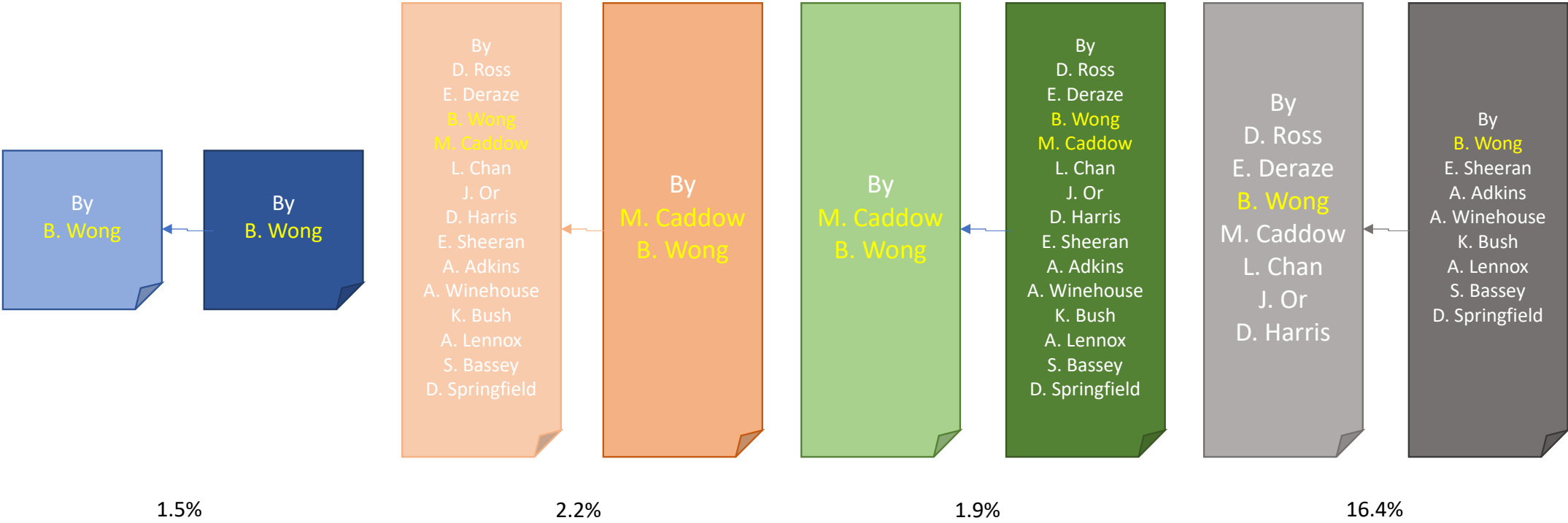


Field-Weighted Citation Impact

Shows how well this document is cited when compared to similar documents. A value greater than 1.00 means the document is more cited than expected.

0.56

CONTENTIOUS ISSUE: SELF-CITATION



REPUTATION CHANGES

- Taking greater control of reputation survey
- More respondents
- Better wording of questions

ACADEMIC REPUTATION SURVEY

- **2018: 10,162 voters; 132,250 votes**
- **2019: 11,554 voters; 157,575 votes**
- **2020: 11,004 voters; 160,129 votes**
- **2021: 10,963 voters**



HOW DO WE CHOOSE VOTERS?

Academics are selected from Elsevier's Scopus database

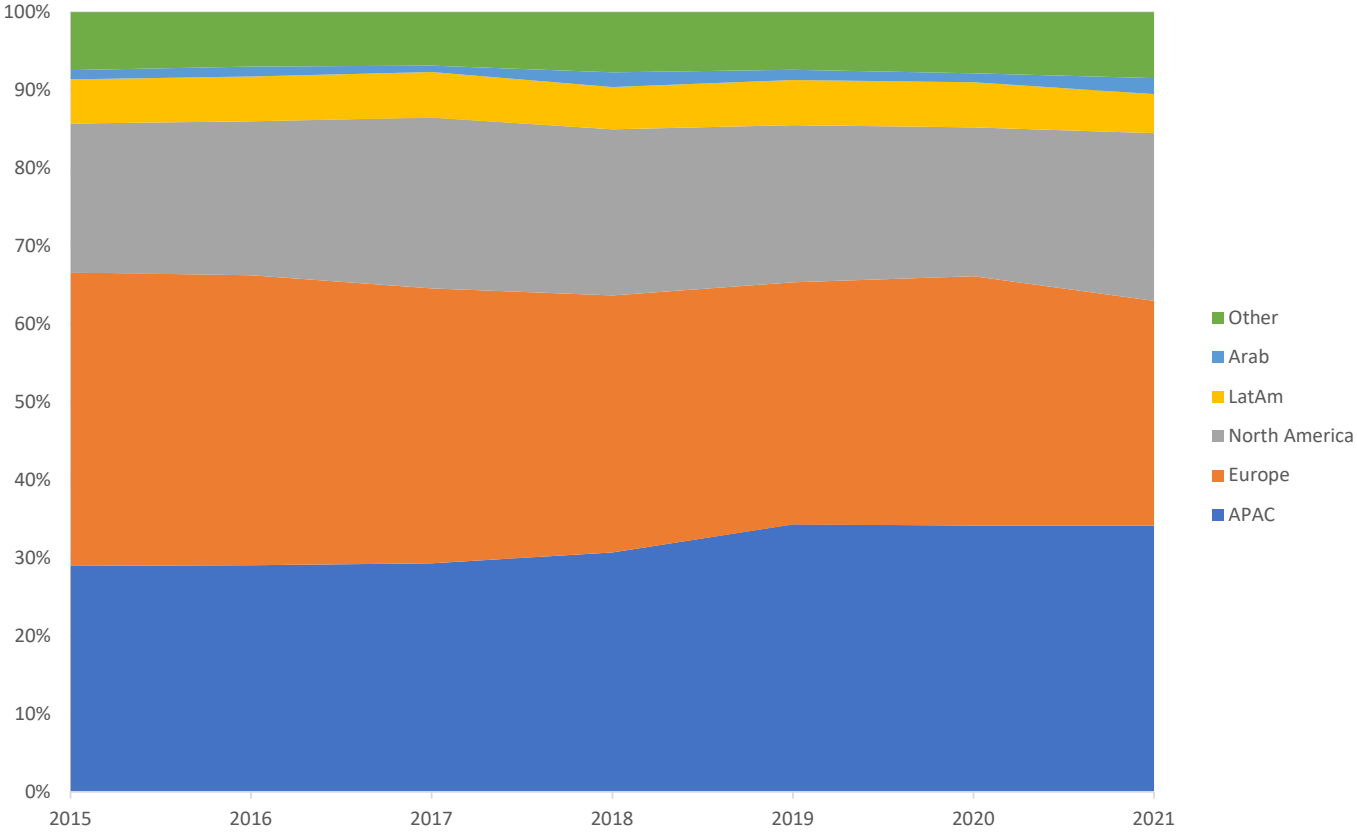
Primary goals:

- Randomly selected
- Active academics (published in last 5 years)
- Balanced by geography

Secondary goals:

- Balanced by subject

NUMBER OF RESPONDENTS



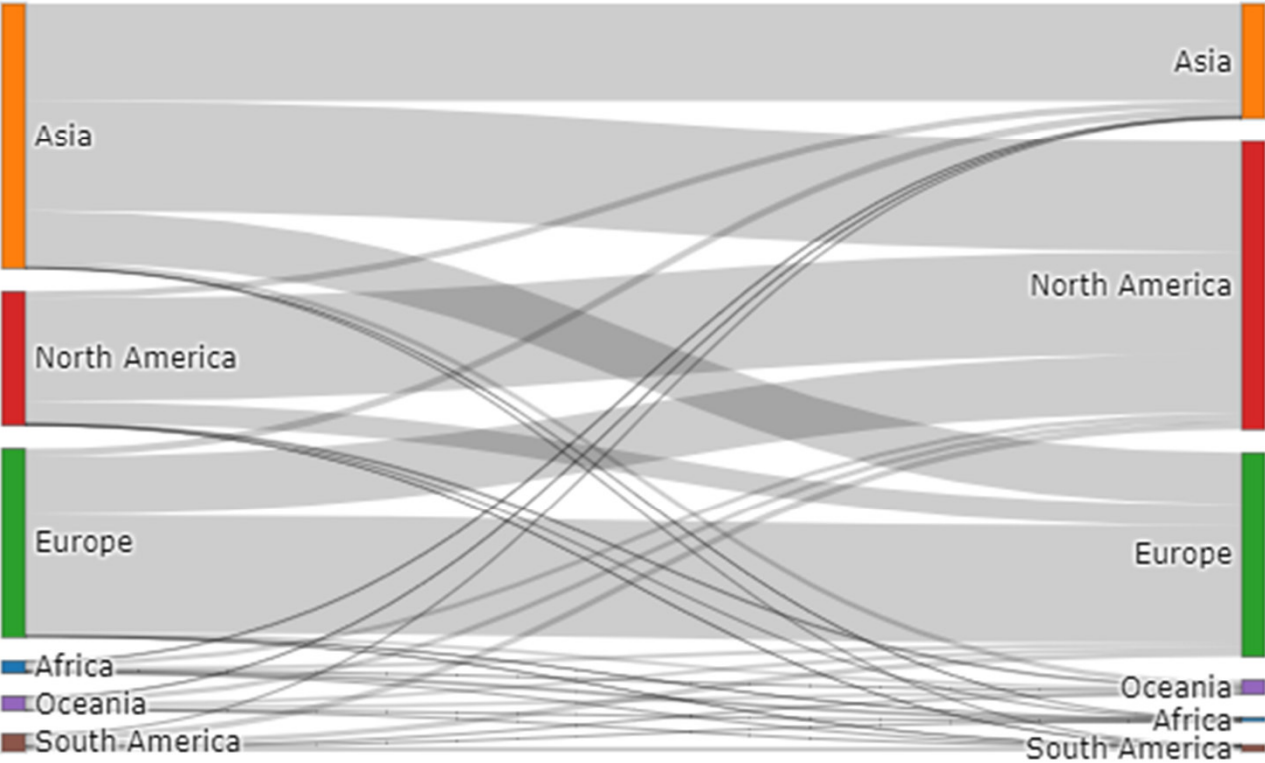
REPUTATION IN THE WORLD UNIVERSITY RANKINGS



- Research Reputation and Teaching Reputation treated separately
- Two years of reputation data used
- Each is normalised across its range
- Teaching Reputation 15%
- Research Reputation 18%
- Applies to all qualifying universities

GLOBAL TRENDS 2021

Reputation 2021



NATIONAL DIFFERENCES

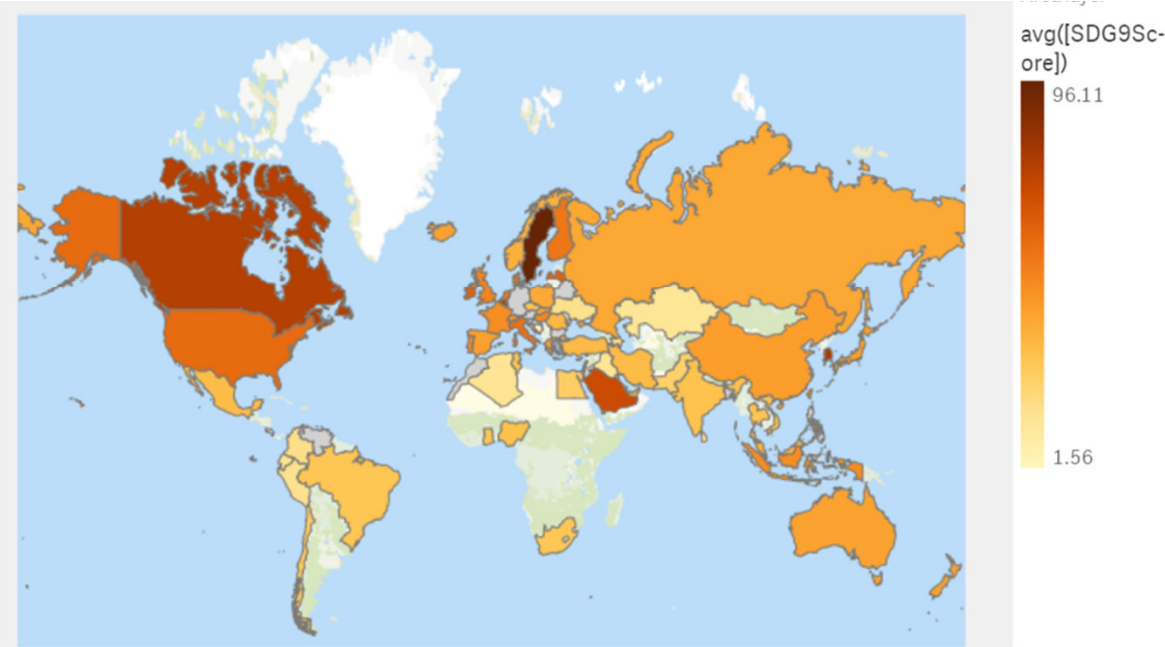
	digital_academic_journal	print_academic_journal	digital_academic_networking_site	digital_university_website	digital_university_specific_pub	print_university_specific_pub	digital_higher_ed_magazine	print_higher_ed_magazine
Australia	60.3	48.7	23.1	13.2	10.7	3.0	8.1	5.6
Austria	55.4	51.4	27.0	14.9	14.9	6.8	4.1	1.4
Belgium	54.8	54.8	25.8	16.1	11.3	14.5	6.5	0.0
Brazil	75.1	63.6	32.6	24.1	17.6	18.4	23.0	19.2
Canada	57.2	53.6	23.2	17.6	15.6	6.8	12.4	12.0
China	82.3	83.3	40.8	41.7	16.0	18.1	24.4	23.2
Czech Republic	66.0	49.1	45.3	37.7	17.0	18.9	15.1	11.3
Denmark	67.3	55.1	26.5	14.3	10.2	12.2	6.1	6.1
Finland	66.7	52.8	34.7	16.7	11.1	8.3	5.6	2.8
France	39.9	40.2	26.7	21.1	10.9	13.2	6.2	7.6
Germany	54.8	55.0	23.1	16.5	15.8	10.6	6.0	4.0
Hong Kong	80.1	62.7	40.4	29.2	24.8	17.4	26.7	24.8
India	63.0	66.3	39.0	40.8	27.8	26.6	24.1	23.3
Indonesia	78.1	68.8	56.2	65.6	37.5	40.6	18.8	21.9
Iran	60.4	66.0	54.7	56.6	30.2	28.3	20.8	15.1
Israel	81.6	61.2	38.8	24.5	18.4	16.3	6.1	6.1
Italy	63.5	68.2	29.9	28.0	34.6	21.3	10.4	12.3
Japan	72.1	70.3	14.1	27.3	11.2	13.4	10.2	8.1
Mexico	70.5	60.7	48.2	20.5	16.1	17.9	18.8	9.8
Netherlands	58.9	49.2	27.4	13.7	18.5	4.8	9.7	6.5
Nigeria	94.1	82.4	64.7	50.0	26.5	35.3	23.5	17.6
Norway	60.0	62.0	24.0	18.0	8.0	6.0	12.0	2.0
Poland	60.2	53.9	43.0	34.4	18.8	24.2	8.6	3.9
Portugal	65.7	60.0	20.0	15.7	14.3	12.9	15.7	5.7
Republic of Ireland	66.7	57.3	29.3	20.0	17.3	6.7	4.0	6.7
Russian Federation	58.1	60.8	38.0	43.7	29.8	44.0	6.5	6.4
Singapore	70.8	62.5	29.2	22.9	18.8	6.2	18.8	14.6
South Africa	74.0	68.0	52.0	30.0	18.0	18.0	18.0	14.0
South Korea	77.1	77.4	32.5	15.8	16.9	10.1	9.6	9.9
Spain	59.7	45.8	30.3	18.4	17.4	11.4	13.9	8.0
Sweden	67.4	63.0	34.8	21.7	10.9	8.7	7.6	4.3
Switzerland	64.6	50.0	24.0	20.8	15.6	10.4	5.2	3.1
Taiwan	83.7	79.0	62.4	18.9	26.1	17.9	37.3	29.8
Ukraine	65.7	60.0	42.9	57.1	31.4	48.6	8.6	20.0
United Kingdom	53.6	49.4	19.4	15.7	8.4	4.2	9.8	6.9
United States	55.8	52.4	20.1	11.5	13.5	7.9	11.4	9.5

KNOWLEDGE TRANSFER



Objectives

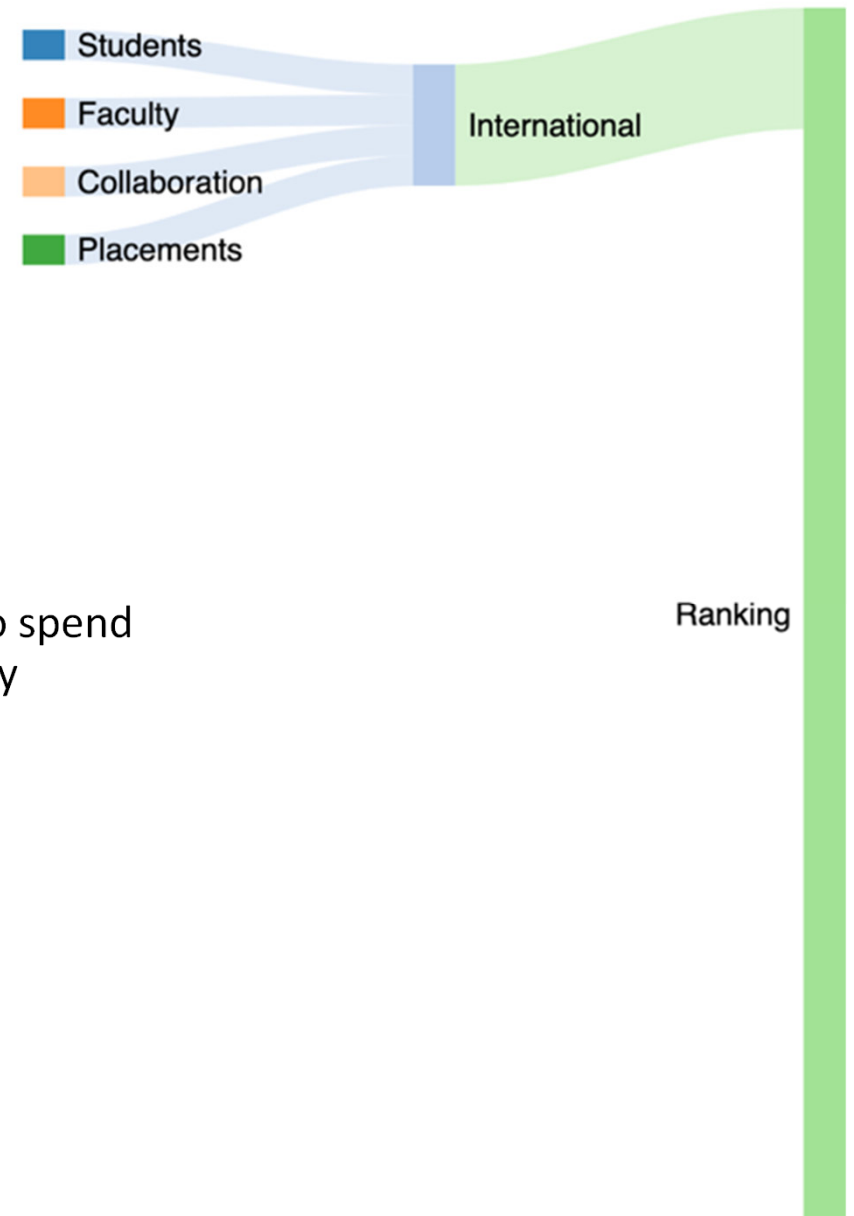
- Widen importance
- Add new measure



INTERNATIONALISATION

Objectives

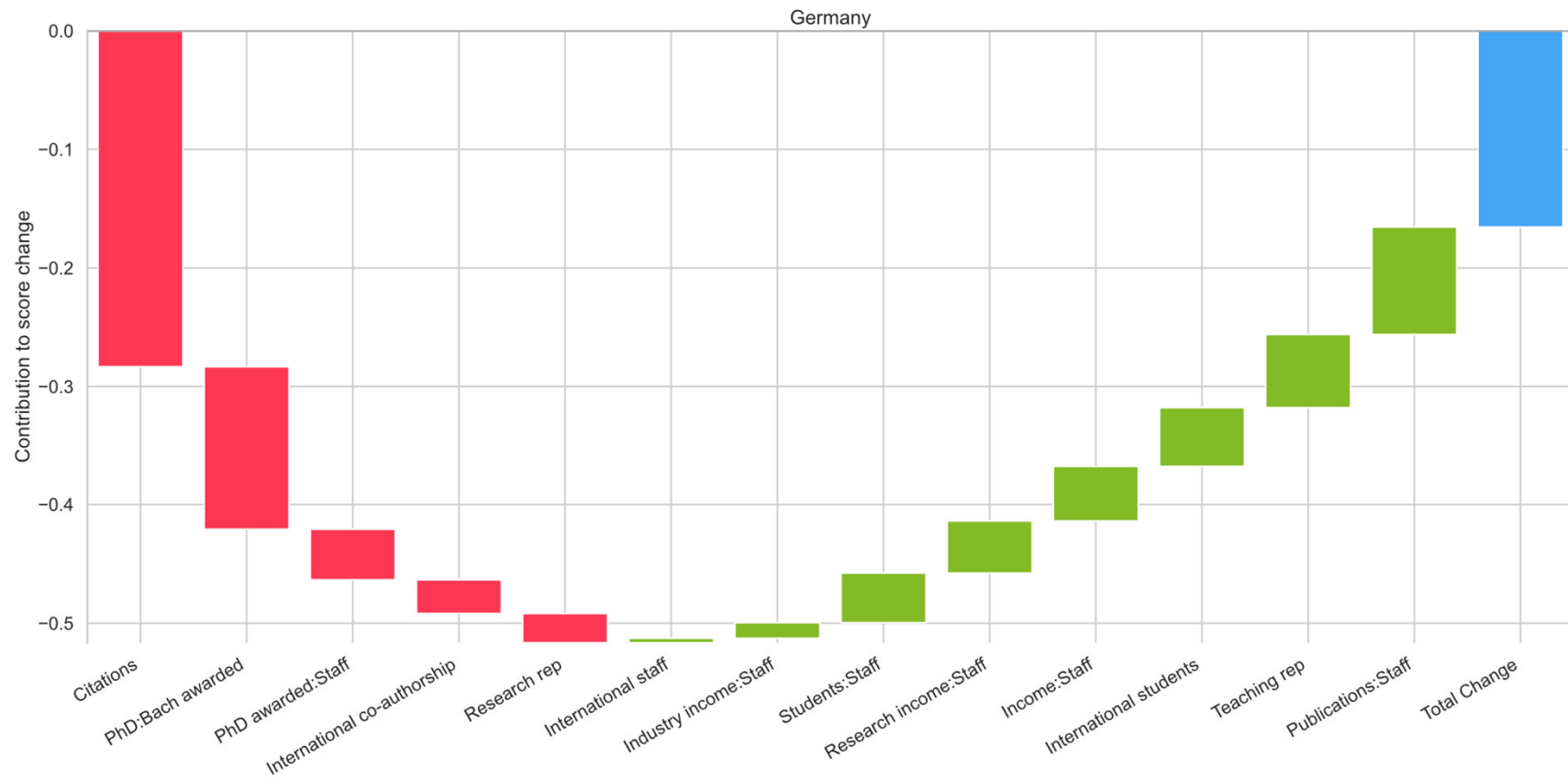
- Adjust for country size effects
- Recognise importance of outbound student opportunities
 - In Japan we evaluate the proportion of students who spend a significant period outside the main country of study



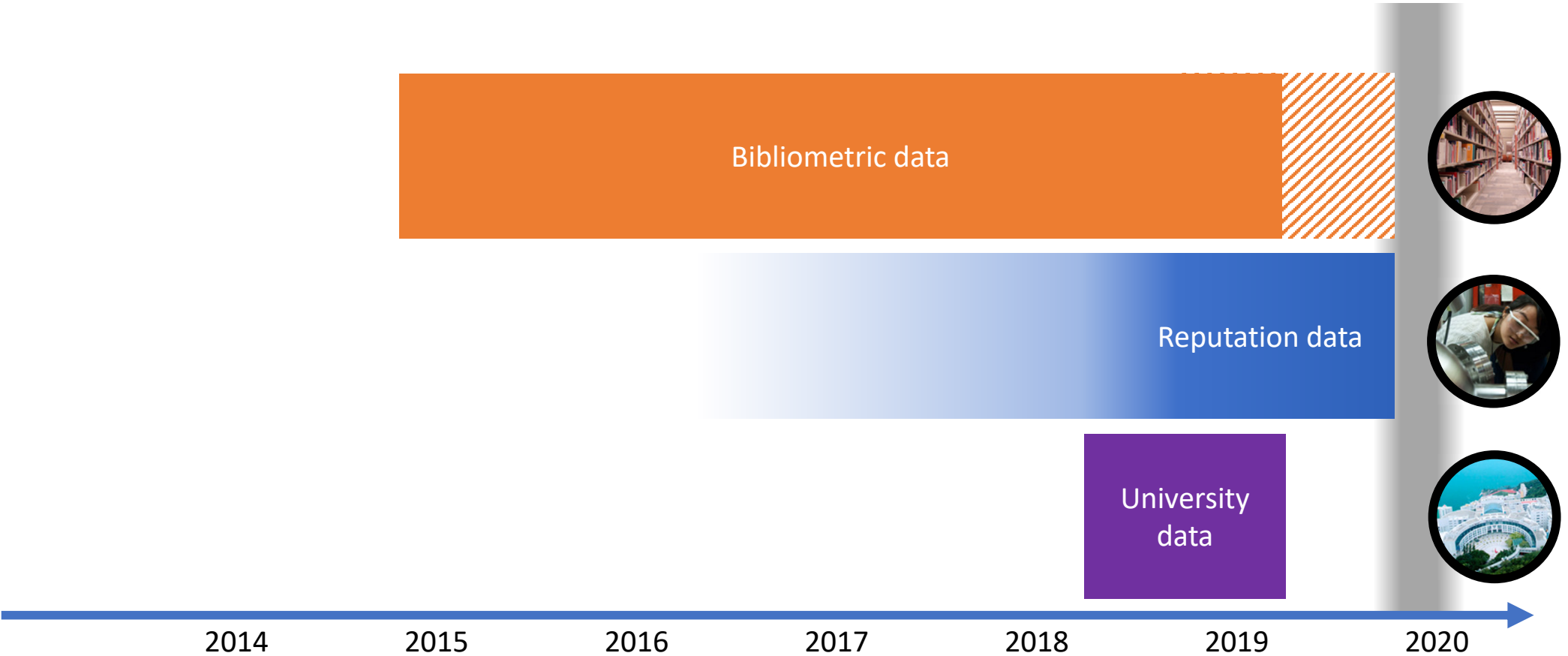
TIMETABLE FOR CHANGES

- Consultation throughout 2020-2021
- Publication of ranking methodology at World Academic Summit, September 2021
- Creation of World University Rankings Advisory Board Autumn 2021
- Data collection spring 2023
- New rankings published September 2023

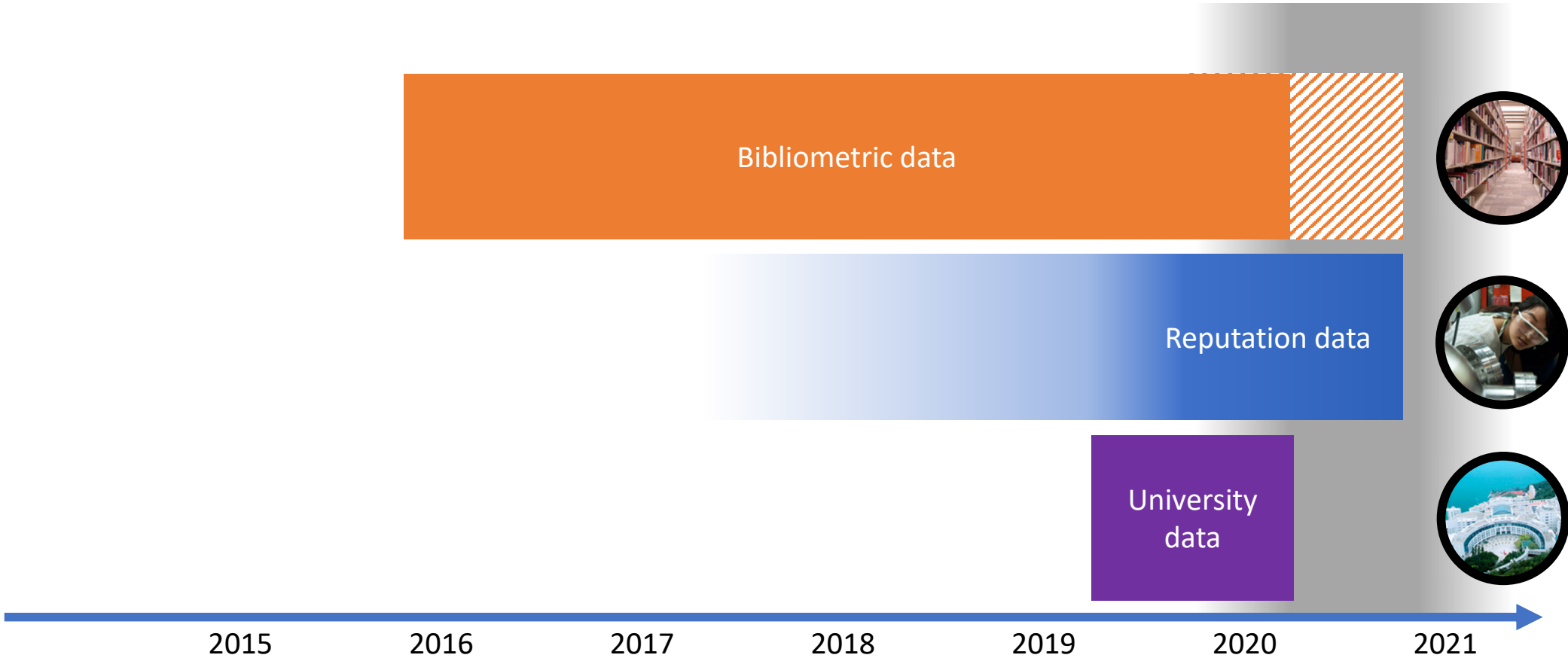
PERFORMANCE CHANGE GERMANY



HOW WILL COVID-19 AFFECT THE RANKINGS?



HOW WILL COVID-19 AFFECT THE RANKINGS?





- Advisory Board
 - Following the creation of the Impact Advisory Board we are now recruiting for the World University Rankings Advisory Board
 - Role: to advise on the general strategy for the World University Rankings in order for it to achieve its objectives.
 - *THE* will still be responsible for the final decisions, but the board will help us to get those decisions right.
 - We will be publishing a blog with further details of the process shortly



THE

Thank you

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