QS World University Rankings

- An Overview & Facts -

**Baerbel Eckelmann
Research Manager**
Stellenbosch, November 2011

THAT'S ME

- Born in Salzfurtkapelle

- Joined QS in 2007

- QSIU's Research Manager

- Took on responsibility for data & knowledge management of the QS WUR

- Travel to various parts of the world to talk to university representatives to maximize data outputs in terms of quality & quantity

- If not working …

LOCATION
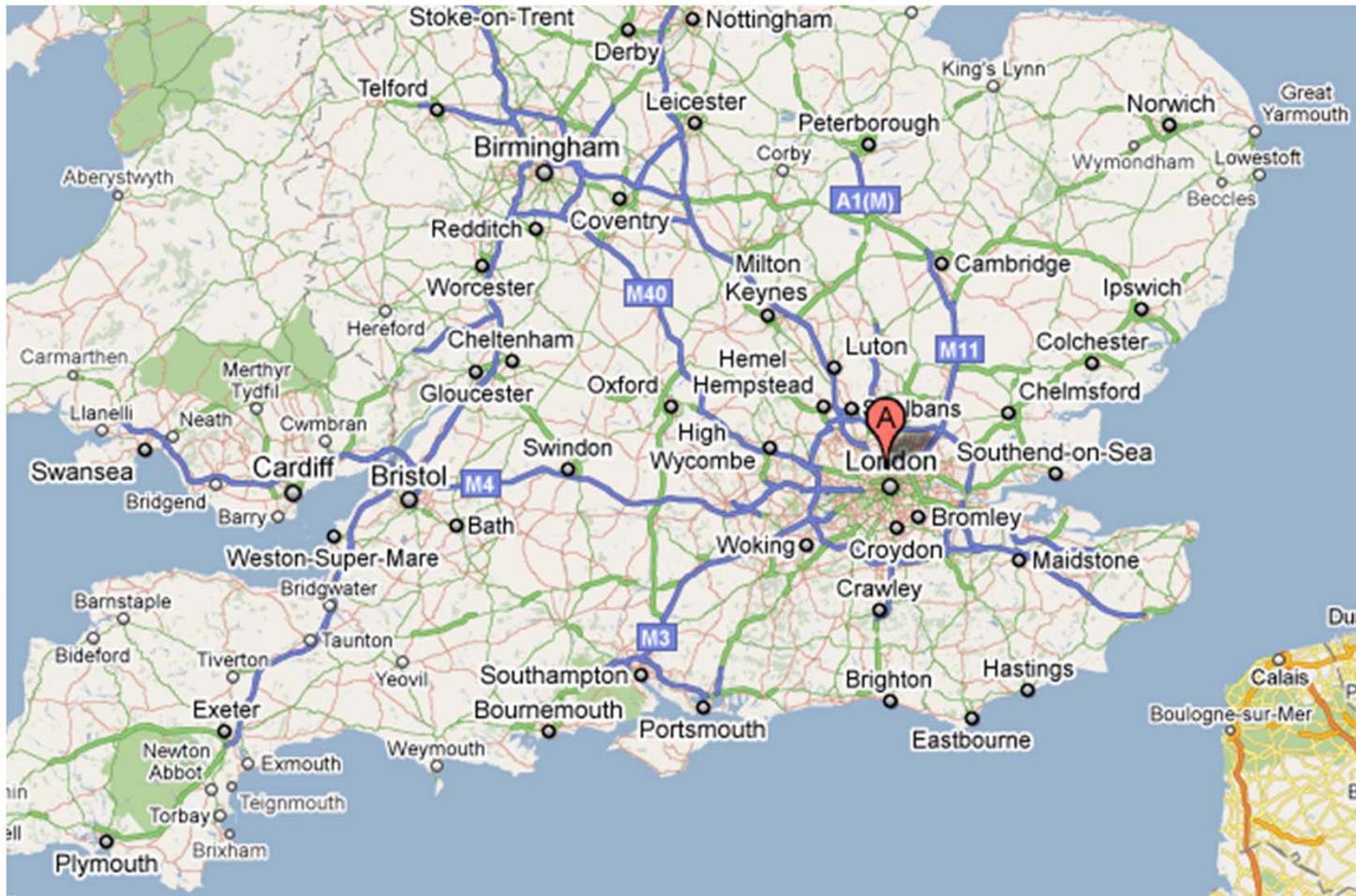
QS - THE COMPANY

World's leading higher education events provider – 215 events in 2010 in 45 countries

- QS Top Universities Tour
- QS World of Study
- QS World MBA Tour
- QS World Grad School Tour
- QS APPLE Conference

World leading information and student recruitment sites:

- www.topuniversities.com
- www.topgradschool.com
- www.topmba.com
- www.top-executive.com
- www.moveonnet.eu

QS - QUICK FACTS

- Approximately 150 staff from the four corners of the world

- Over 800 current university and business school clients

- Over 4.5 million web visitors

- Principal offices in London, Paris & Singapore

- Associates in Stuttgart, Shanghai, Boston, Johannesburg, Beijing, Sydney and Washington DC

To **ENABLE** motivated people around the world to achieve their **POTENTIAL** by fostering international **MOBILITY**, educational **ACHIEVEMENT** and career **DEVELOPMENT**

Providing independent expert advice

RANKINGS CHALLENGES

Are there any

RANKINGS CHALLENGES

- Having a clear purpose
- Recognizing diversity

Purpose

Recognize universities as the multi-faceted organizations that they are and to provide a global comparison of their success against the notional mission of remaining or becoming world-class

WHY WORLD RANKINGS?

- Higher education becoming more global

- Knowledge the key driver of international competitiveness

- Increasing desire for comparative information

- Unique position of QS as international and independent experts in higher education

- Raises awareness of all 500+ universities involved in the project

Inspiring institutions to pursue performance evaluation will lead to performance enhancement

"

I imagine that all university heads broadly share my own view of these [league] tables.

**They are terrific and unquestioned when you score well and better than last time.**

They are fatally flawed and fundamentally unfair when you move in the opposite direction.

"

Howard Davies

Former Director, London School of Economics

RANKINGS CHALLENGES

Are there more

RANKINGS CHALLENGES

- Having a clear purpose

- Starting with a good list

- Identifying relevant indicators

- Defining a strong, yet practical methodology

- Clear and transparent explanation of methodology

- Specifying data definitions

- Collecting complete and accurate data

- Clear and transparent publication of results

- Recognizing diversity

QUESTION

What would you imagine if ever asked to visualize a ranking?

A BRIDGE – THINK ABOUT IT

A bridge is a structure that provides connection between two or more different things, it provides a way over difficulty.

The design of the bridge varies depending on the function, nature of the terrain, material used and funds available.

The quality of the bridge is judged by its efficiency or failures and it is the bridge's tradition and the people involved that make it special.

Our bridge

FUNCTION

The rankings are a bridge between students, parents, employers, governments, policy makers, research funders and universities themselves.

QS WORLD UNIVERSITY RANKINGS™

Academic Reputation 40%

Employer Reputation 10%

Faculty Student 20%

International Faculty 5%

International Students 5%

Citations per Faculty 20%

QS WORLD UNIVERSITY RANKINGS ™

50% Surveys

Academic Peer Review

Employer Review

50% Data

Student Faculty

International Faculty

International Students

Citations per Faculty
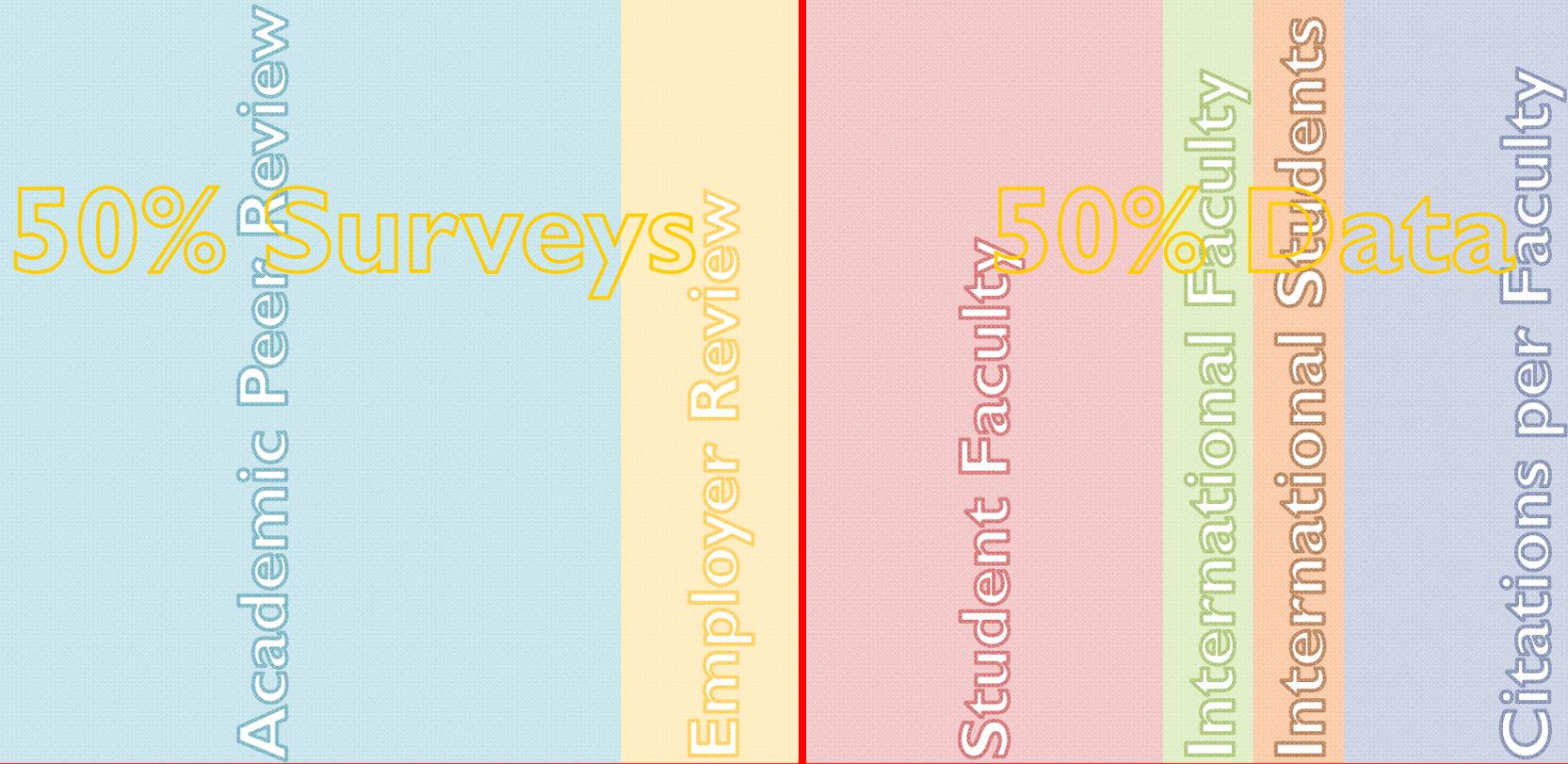
2011 OVERALL PICTURE

	50		100		200		300		400		500	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
Africa	0	0	0	0	1	1	1	1	2	2	3	4
Australasia	5	5	9	8	10	11	21	22	27	28	29	30
Central Asia	0	0	0	0	0	0	0	0	0	0	2	1
East Asia	9	8	16	13	29	28	39	35	47	47	68	63
Eastern Europe	0	0	0	1	1	1	3	3	8	6	11	11
Latin America	0	0	0	0	2	0	6	3	10	9	16	10
Middle East	0	0	0	0	3	3	6	5	10	8	11	10
Scandinavia	0	1	5	6	11	11	16	18	23	23	24	24
South Asia	0	0	0	0	0	1	3	4	6	7	8	9
South East Asia	1	1	2	2	4	3	7	7	12	13	15	18
Southern Europe	0	0	0	0	1	2	5	6	10	9	20	25
US & Canada	22	23	35	35	63	63	84	86	102	103	123	128
Western Europe	13	12	33	35	75	76	110	111	143	145	170	167

2011 OVERALL PICTURE

- Nearly 3000 institutions considered

- Number of institutions evaluated increased by approximately 8%

- Number of countries represented in Top 500 climbed from 45 to 50, representing 13 regions

- Overall stability gradually improves:

    average shift in position amongst the Top 50 was 2.8 (3.3), amongst the Top 100 5.9 (7.2) and amongst the Top 200 11.0 (11.9)

2011 HIGHLIGHTS

- **33,744** academic respondents
- **16,785** employer respondents
- **712** institutions ranked
- **61** countries overall
- **32** countries in top **200**
- **18m** students at ranked institutions
- **7m** self-citations excluded

- Avg change in position:
  - Top 100 – **5.9** places
  - Top 200 – **11.0** places
- Top **100** an average of **7** years younger
- **5.8%** growth in international students at top **200**
- Fees information collected from over **560** institutions
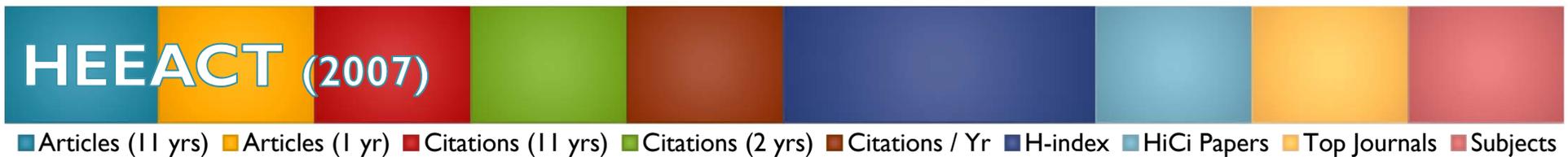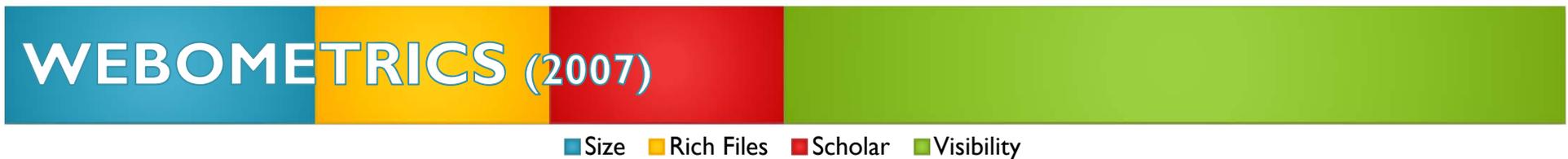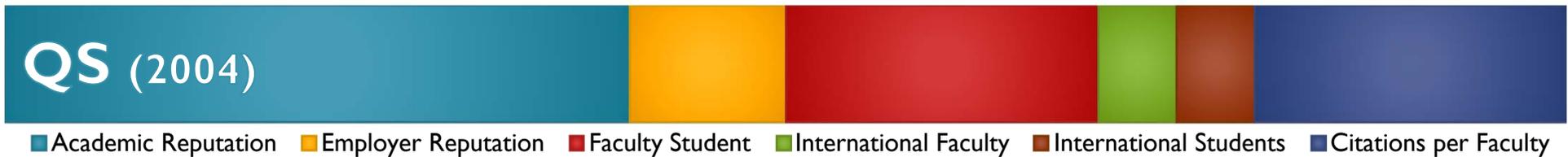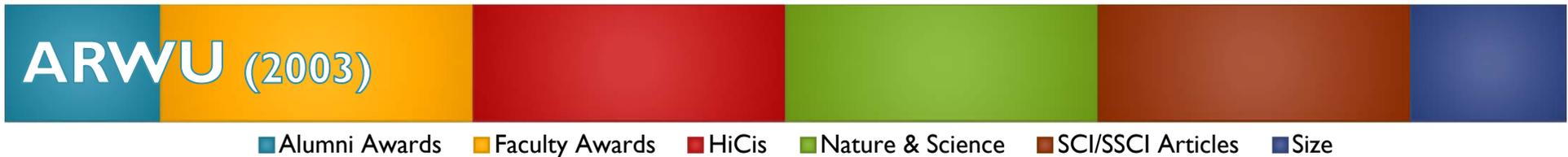
COMPARING RESULTS

	ARWU	QS	Webometrics	HEEACT	THE
1	Harvard	Cambridge	MIT	Harvard	Caltech
2	Stanford	Harvard	Harvard	Stanford	Harvard (2)
3	MIT	MIT	Stanford	Johns Hopkins	Stanford (2)
4	Berkeley	Yale	Cornell	Washington	Oxford
5	Cambridge	Oxford	Berkeley	UCLA	Princeton
6	Caltech	Imperial	Michigan	Berkeley	Cambridge
7	Princeton	UCL	Wisconsin	MIT	MIT
8	Columbia	Chicago	Washington	Michigan	Imperial
9	Chicago	U Penn	Minnesota	Toronto	Chicago
10	Oxford	Columbia	U Penn	Oxford	Berkeley
	15 August 2011	5 September 2011	July 2011	15 September 2010	20 October 2011
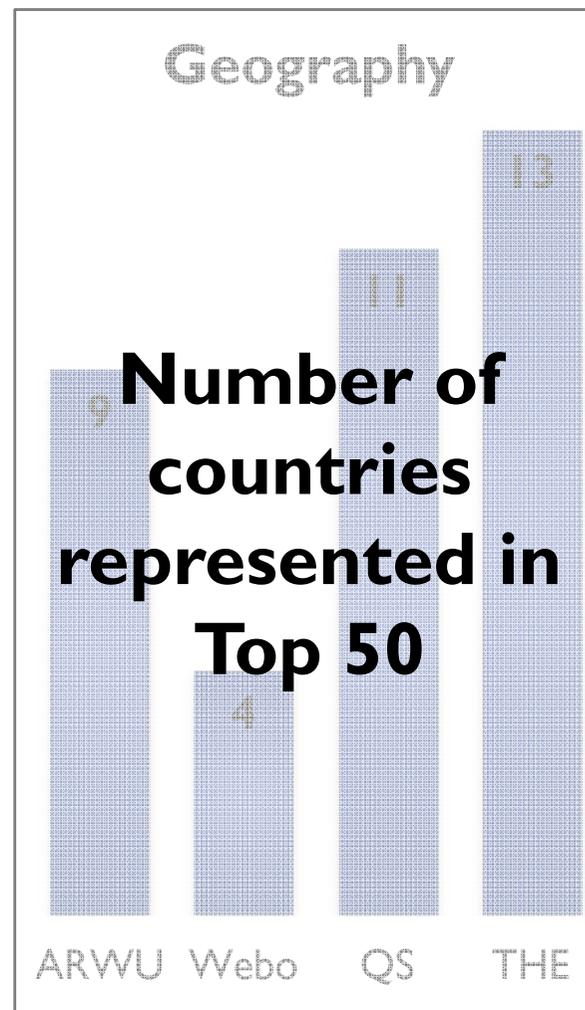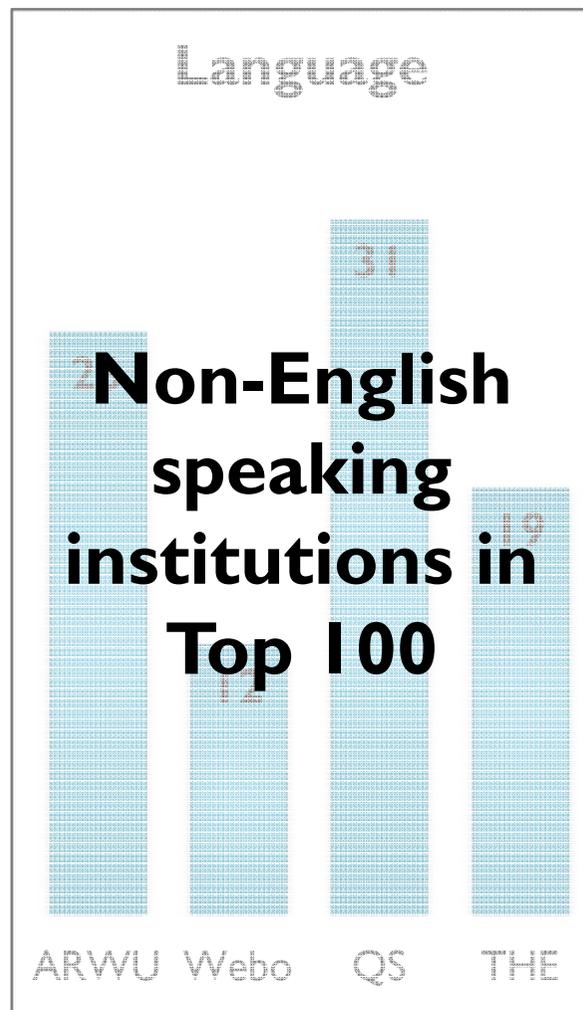
QS CLASSIFICATIONS

- In response to Berlin Principle #3

  - *Recognize the diversity of institutions and take the different missions and goals of institutions into account.*
    Quality measures for research-oriented institutions, for example, are quite different from those that are appropriate for institutions that provide broad access to underserved communities. Institutions that are being ranked and the experts that inform the ranking process should be consulted often.

- A simple contextual reference to other evaluation results, categorising institutions by subject spread size and research level

- Users can thus understand their position relative to like institutions

QS CLASSIFICATIONS

- to address comparing "apples with oranges" observation

- both aim to teach students and produce research

- classifications help the user distinguish the apples from the oranges

- classifications take into account four key aspects of each university : size, subject range, research intensity, age

QS CLASSIFICATIONS

Size		
XL	Very Large	>=30,000 Students
L	Large	>=12,000 Students
M	Medium	>= 5,000 Students
S	Small	< 5,000 Students

Focus		
FC	Fully Comprehensive	All 5 faculty areas + medical school
CO	Comprehensive	All 5 faculty areas
FO	Focused	> 2 faculty areas
SP	Specialist	<= 2 faculty areas

Research Intensity		
VH	Very High	Threshold relative to size and focus
HI	High	Threshold relative to size and focus
MD	Moderate	Threshold relative to size and focus
LO	Limited or None	Threshold relative to size and focus

Age		
5	Historic	>= 100 years old
4	Mature	< 100 years old
3	Established	< 50 years old
2	Young	< 25 years old
1	New	< 10 years old

"*Over the years I have come to believe that QS are trying very hard to provide a credible global university ranking system that we in academia can look up to..... I truly believe that a global ranking accompanied by national data will be meaningful for its contextual relevance to the local higher education system. I hope that can become a reality.*"

Prof Tan Sri Dato' Dr Sharifah Hapsah Hasan Shahabudin, Universiti Kebangsaan Malaysia

"

World Rankings may not be everything

"

QS INTELLIGENCEUNIT

THANK YOU

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Blog http://iu.qs.com