

Reputation Masterclass

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Why do we measure Reputation?

Are universities brands?



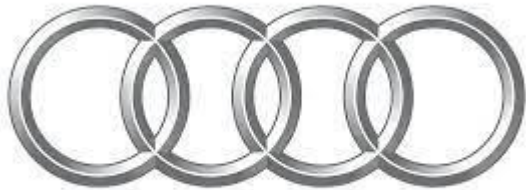
“Many academics find it a distasteful concept; I think partly because it connotes ideas of superficiality and shallowness, and it doesn’t really speak to the substance of what we do...”

“Whether you like it or not, **universities have a brand** – its an image that people associate with us. And we want that image to be as positive as possible.”

Meric Gertler

President, University of Toronto

Some brands require little introduction







Reputation is subjective but...

“The reputation rankings are unashamedly based on nothing more than academics’ subjective judgement...”

... it is, however, the considered, expert judgement of published academics – the people best placed to know the most about excellence in our universities.”

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News
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Campus Resources on decolonisation
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THE WEEK IN HIGHER EDUCATION

••• With conference budgets squeezed, academics are used to booking no-frills accommodation. But a US academic's recent lodgings in London may be a step too far for wandering scholars after it emerged he was staying in a tiled bathroom - with a toilet just inches away from his bed. "That feeling when you arrive at your Airbnb and realise that the whole space is essentially just a large-ish bathroom that the host put a bed into," wrote David Holtz, an assistant professor at the University of California, in Berkeley, in a tweet viewed 15 million times and picked up by the New York Post.

••• There can be just as much of a squeeze in a university library during exam season, when bagging a seat can be a near-impossible task. But a desk-booking system introduced by libraries in China has, it seems, created an illicit market in 'seat scalping' with enterprising undergraduates happy to rent out their prime window seats for a hefty sum. With student bots doing a roaring business, libraries have begun to rent out desks themselves with one offering a private study room to rent at Rmb800 (£87) a year - about a fifth of what public universities charge in annual tuition fees. Payment for a guaranteed spot - with Wi-Fi, heating and presumably a window - might not break the bank for some undergraduates but was, in the eyes of others, a step too far in the marketisation of higher education. Libraries 'may want to go far on some creative measures, but they should not go against the principle of fairness', wrote one scholar at Fudan University.

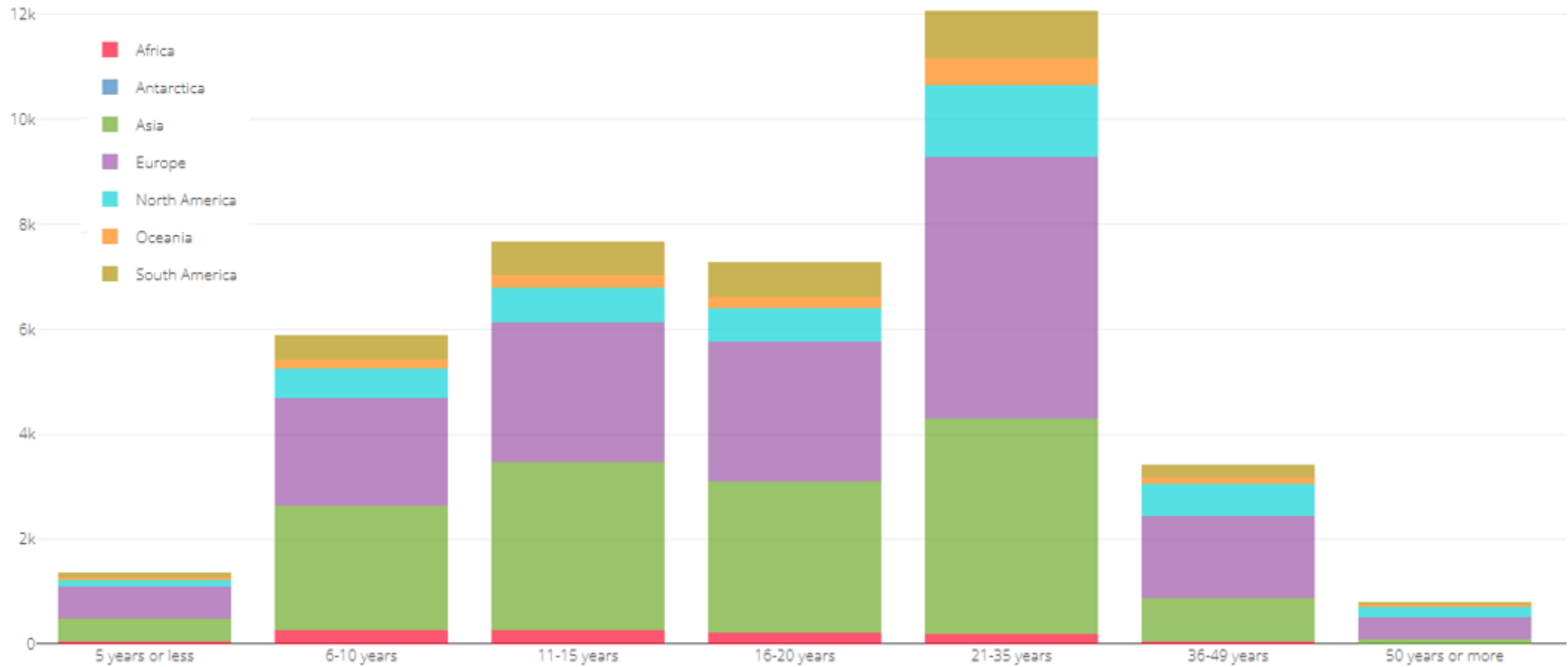
••• Twenty years after Mark Zuckerberg created a website rating the attractiveness of Harvard students, a Chinese student is in trouble for doing the same thing. According to CNN, a 25-year-old graduate from Renmin University of China in Beijing was arrested on suspicion of stealing university data after his dubious ranking website came to light. "The school strongly condemns behaviours that violate personal privacy and endanger information security," explained Renmin in a statement noting that it was cooperating with police on the matter, which became one of China's most-discussed stories after going viral on Weibo. While many users were outraged at the crass online rating of female attractiveness, others couldn't help noticing the similarities with FaceMash, the forerunner to Facebook, whose founder escaped with a slip on the wrist from Harvard to become, currently, the ninth richest man in the world.

••• Universities are well used to the threat posed by hacking. Typically these breaches are targeted at stealing data or bringing down an institution's systems, in exchange for ransom - not just for the sake of it. The University of Connecticut was the latest victim, when a hacker managed to send an email to the school's undergraduate community falsely claiming that Radenka Maric, the college president, had died. The New Haven Register reported. A hacking group called "SiegedSec" has since claimed responsibility, with their leader telling journalists that they did it "for the lulz" - purely for personal enjoyment. In news that will worry the college's IT team, he said the group was able to get a username and password from publicly available data, and that the system did not have a two-factor authentication system. UConn has since taken corrective action.

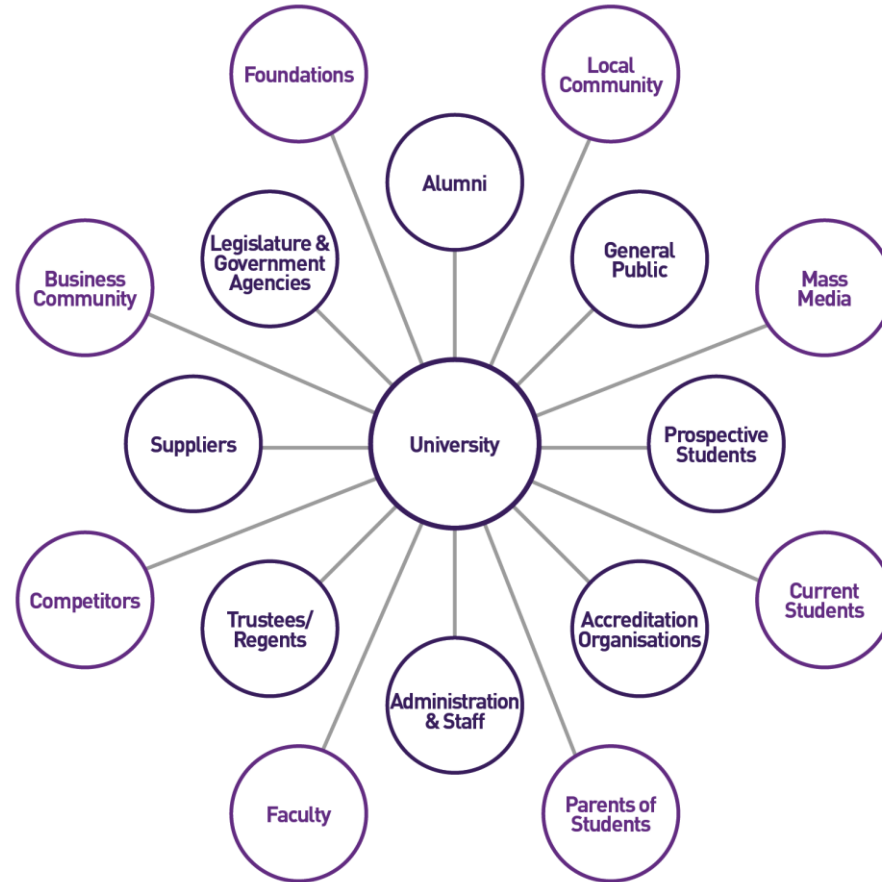
••• The Nickel Trophy - presented to the winner of the annual American football match between the University of North Dakota (UND) Fighting Hawks and the North Dakota State University (NDSU) Bison - is a trophy that stretches back to 1894. So hundreds of recent UND graduates will have been particularly annoyed when they received their degree certificates to see that due to an error, they were labelled as NDSU graduates instead. UND, based in Grand Forks, blamed a third-party company for the typo, which led to confusion for about 700 graduates. Matthew McLaughlin, who graduated from UND in May with a degree in atmospheric sciences, was not thrilled to have his diploma coming from the real college, based 76 miles away in Fargo. "This does make for a pretty good fire-starter - I was thinking bonfire or burn pit," he told the Grand Forks Herald.

IT'S A ROOM WITH A LOU!
A cartoon illustration showing a person sitting at a desk in a room, looking at a computer screen. The room has a window with a view of a city. The person is wearing a green shirt and a yellow bag. The desk has a laptop and some papers. The window has a view of a city with buildings and a bridge.

Time in research for the period of 2023



Reputation in rankings



Mission statement

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.



Where do we use reputation?



How do we measure Reputation?

Methodology

- Invitees are selected by Times Higher Education. Strictly invitation-only. Universities cannot make nominations or supply contact lists, and individuals cannot nominate themselves for participation
- Survey is sent to active academics (published in last 5 years)
- The results are benchmarked using UNESCO data. This is to ensure the ranking is representative of the global distribution of scholars, both by country and subject



Methodology

- Scholars are questioned at the level of their specific subject discipline and are asked to name up to 15 universities that they believe are the best in research and teaching. Voting is unordered
- We also ask about demographics and the rationale behind why people vote the way they do
- Translated into 12 languages
- This year we have capped self-voting to 10%

Survey questions

THE WORLD UNIVERSITY RANKINGS

IFF Research

For how many years have you been actively involved in research?

Please select one option only

5 years or less

6-10 years

11-15 years

16-20 years

21-35 years



36-49 years

50 years or more

Prefer not to say

Previous Pause Next

Survey questions



The best research universities in the world

Please choose **up to 15 institutions** in the world (in **any order** and from any country) that you regard as producing the best **research** within your **subject area**. Please only think about **research** for this question.

Please begin typing and you will be presented with suggested responses. If you cannot find the institution you would like to select in the list, please continue making your other selections from the list. You will then have opportunity to enter any unlisted institutions later on in the survey.

If you want to choose fewer than the requested number of institutions, please click the next button after you have made all the selections you want.

Previous Pause Next

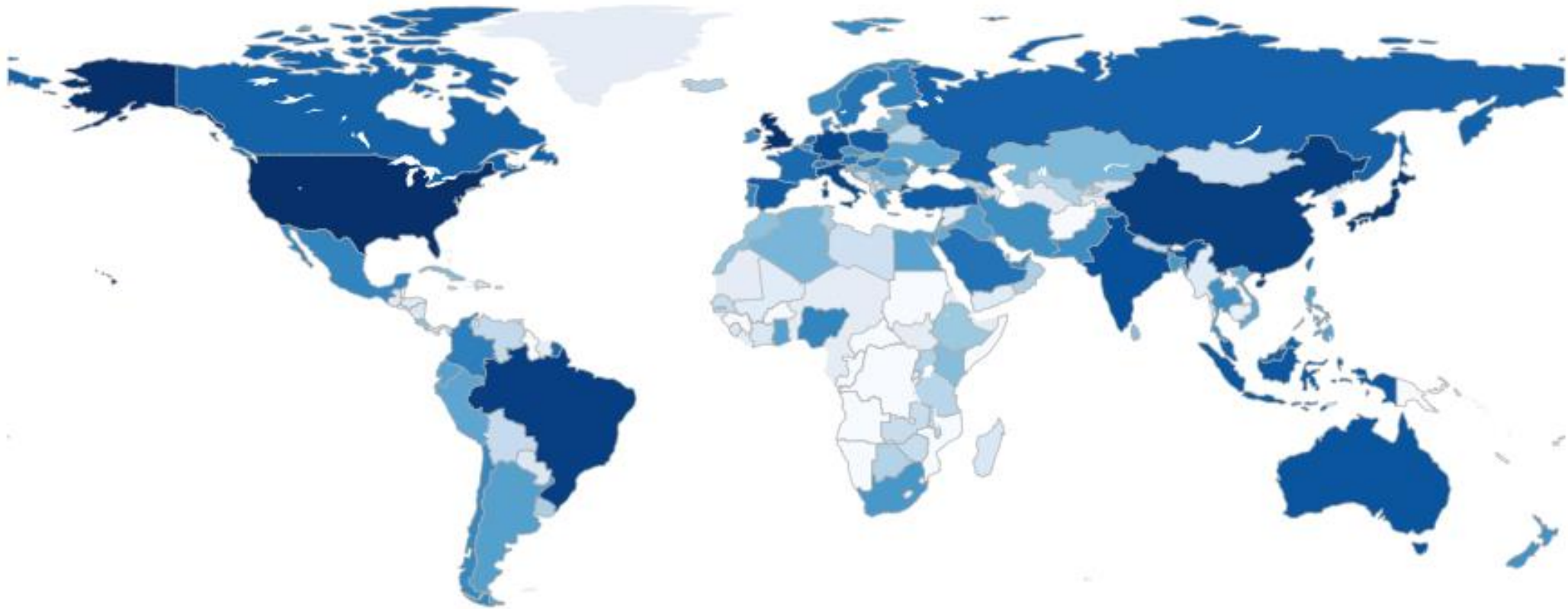
Historical responses

Year	Voters	Votes
2018	10,162	132,250
2019	11,554	157,575
2020	11,004	160,129
2021	10,963	149,536

Survey comparison YoY

	2021 (Elsevier)	2022 (THE)	2023 (THE)	2 year change
Respondents	10,963	29,606	38,796	+254%
Ranking votes	149,536	420,204	524,305	+251%
Countries participating	128	159	166	
Response rate	1.6%	1.8%	1.8%	

Country participation in the THE Academic Reputation Survey 2023



Voting milestones

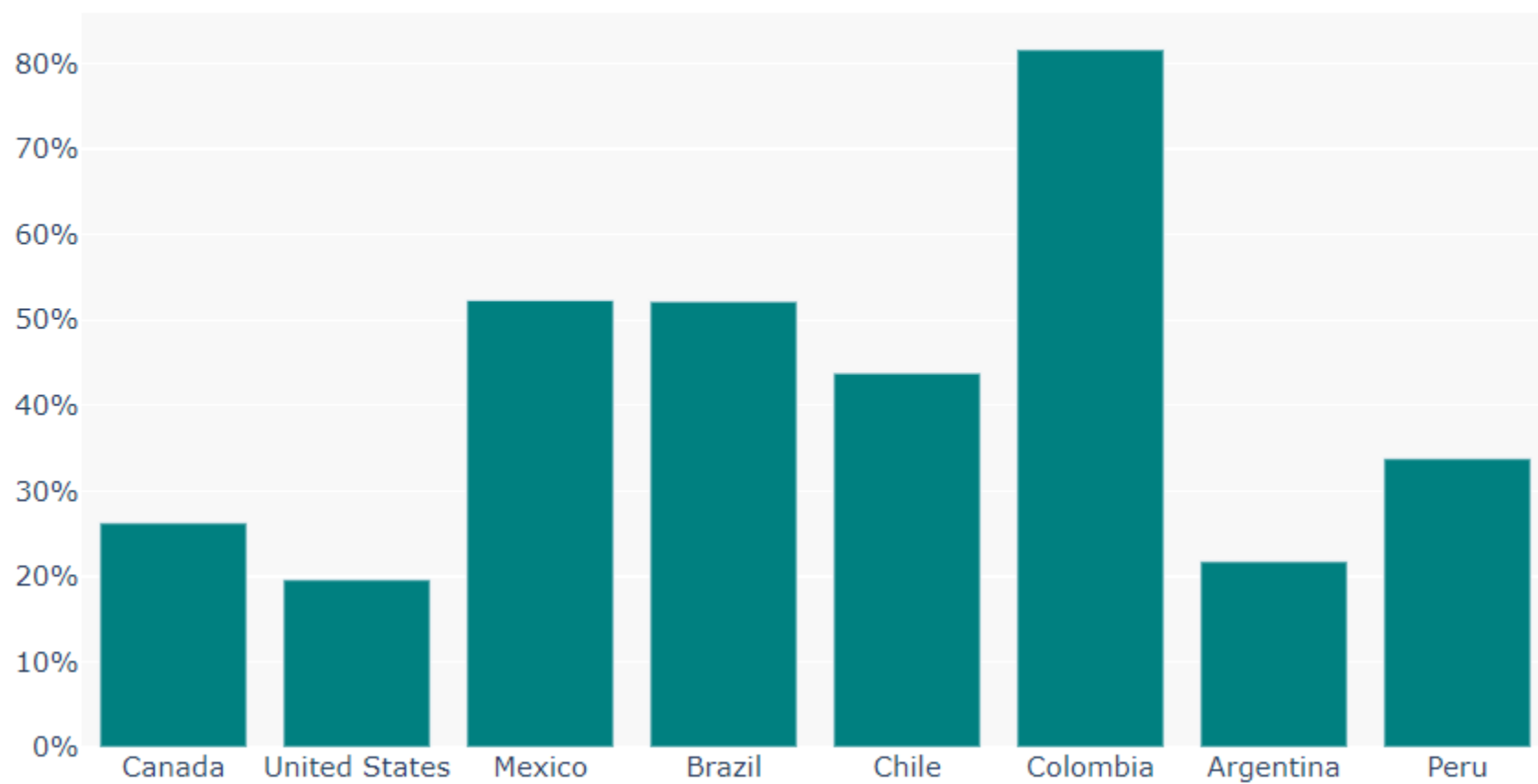
- 85 institutions with 1,000 votes or more
- Over 500 institutions with 100 votes or more
- Over 5,700 institutions featuring in the survey
- 12 countries with 10,000 votes or more
- 45 countries with 1,000 votes or more
- 161 countries receiving at least one vote

Full dataset

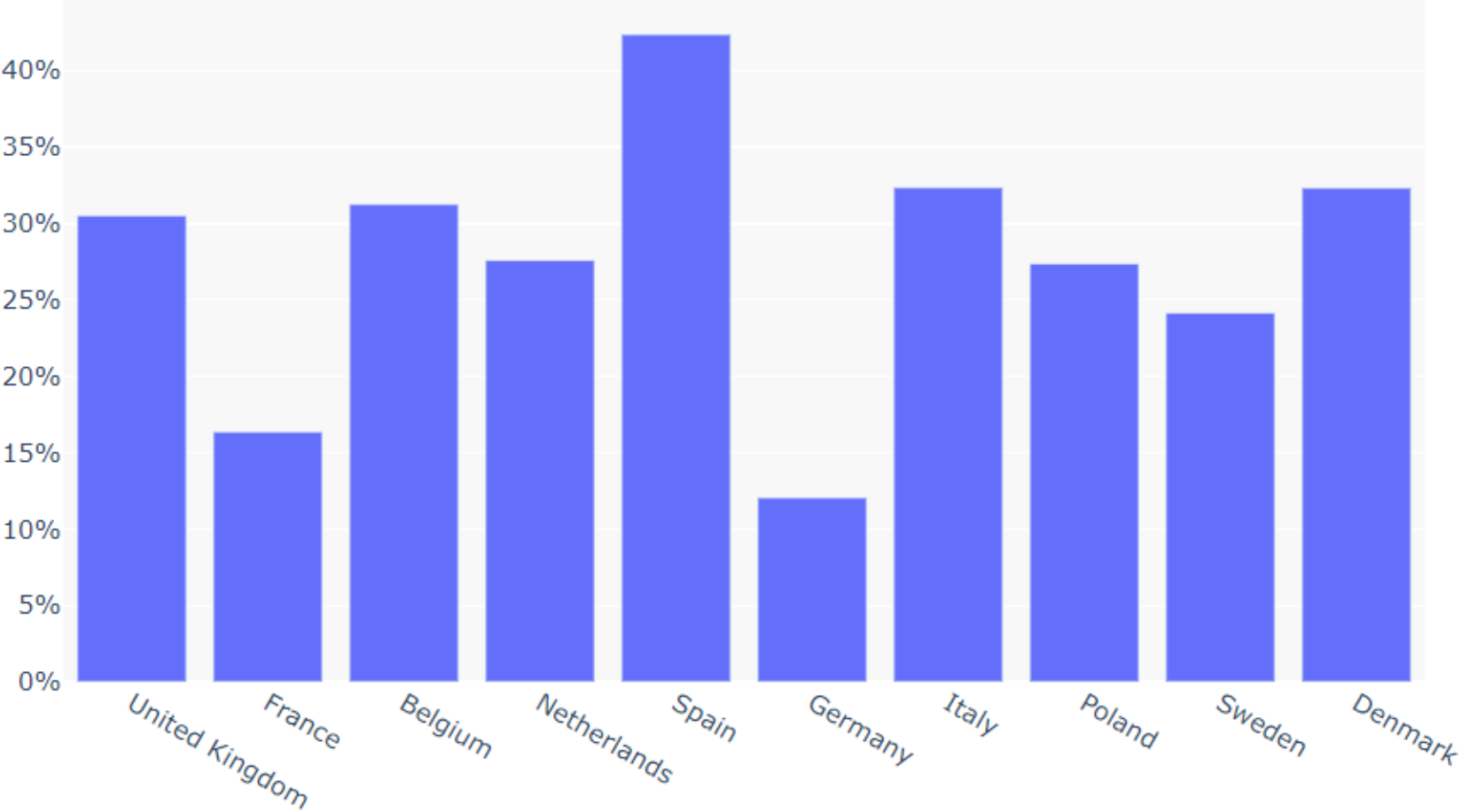
Overall reputation dataset	
Number of responses	143,000
Ranking votes received	1,933,000
Participating countries	197
Institutions recognised	6,600

Patterns and trends from the 2023 survey

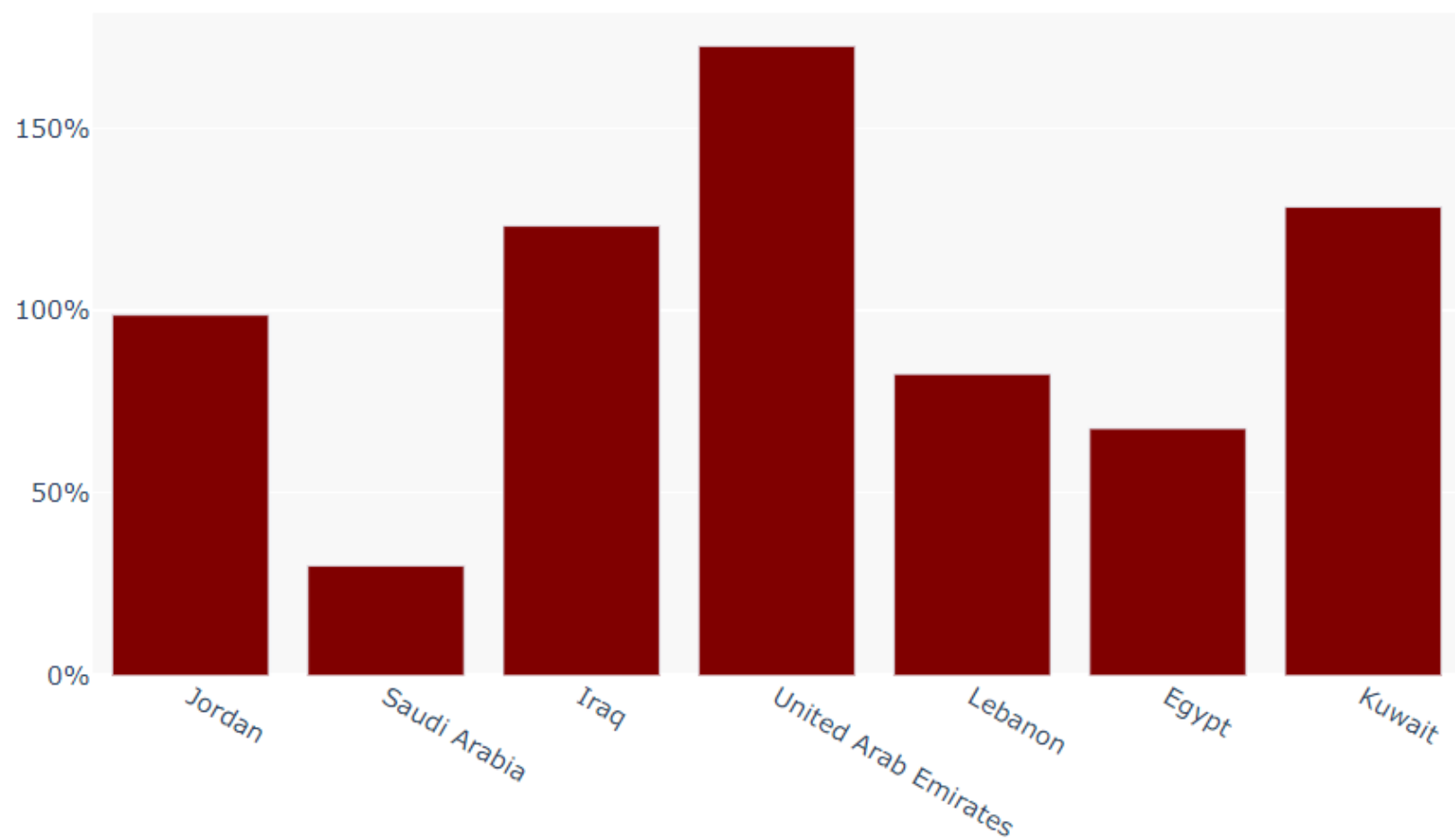
YoY change in votes cast for the Americas



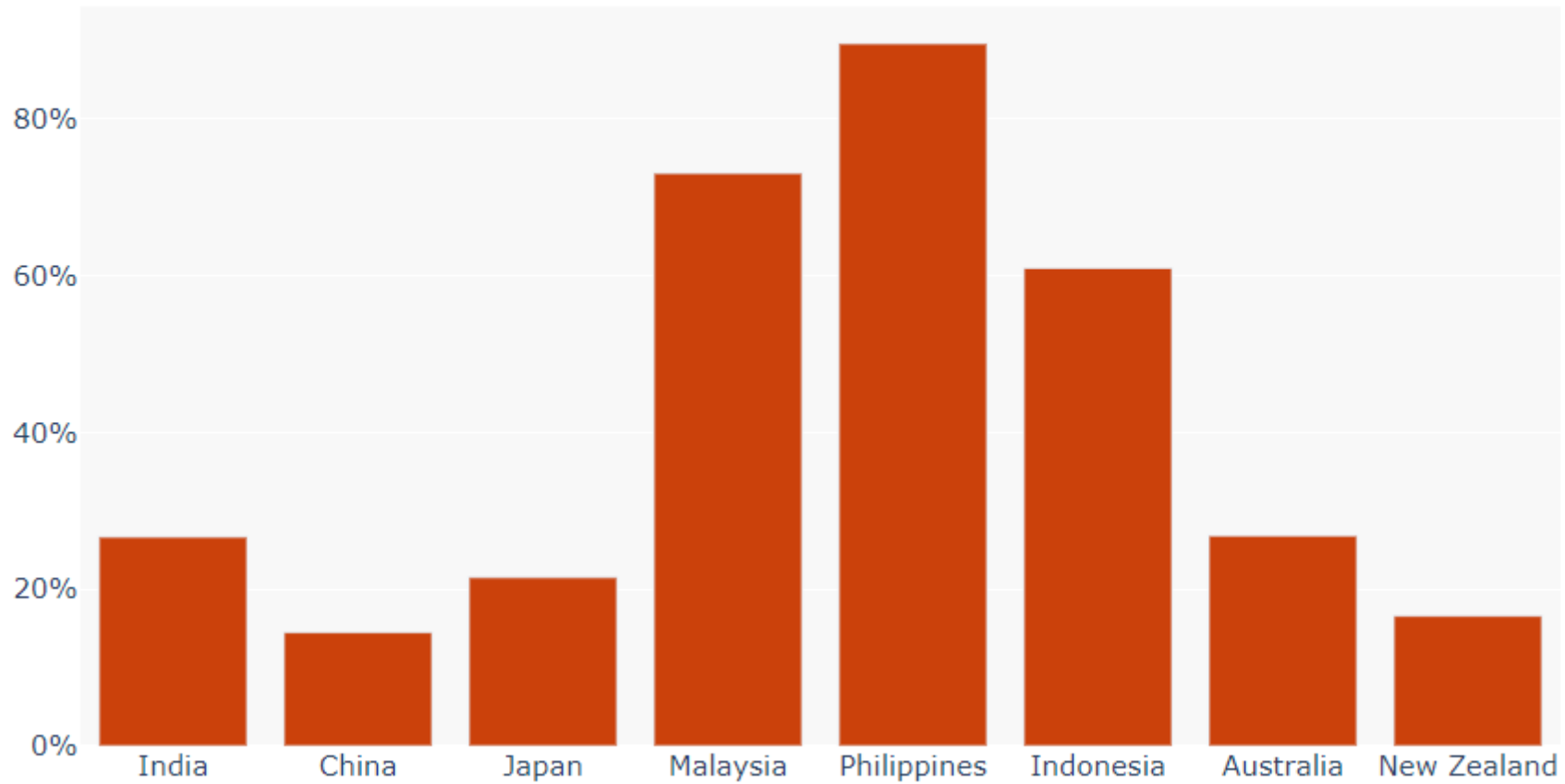
YoY change in votes cast for Europe



YoY change in votes cast for MENA



YoY change in votes cast for Asia and Oceania



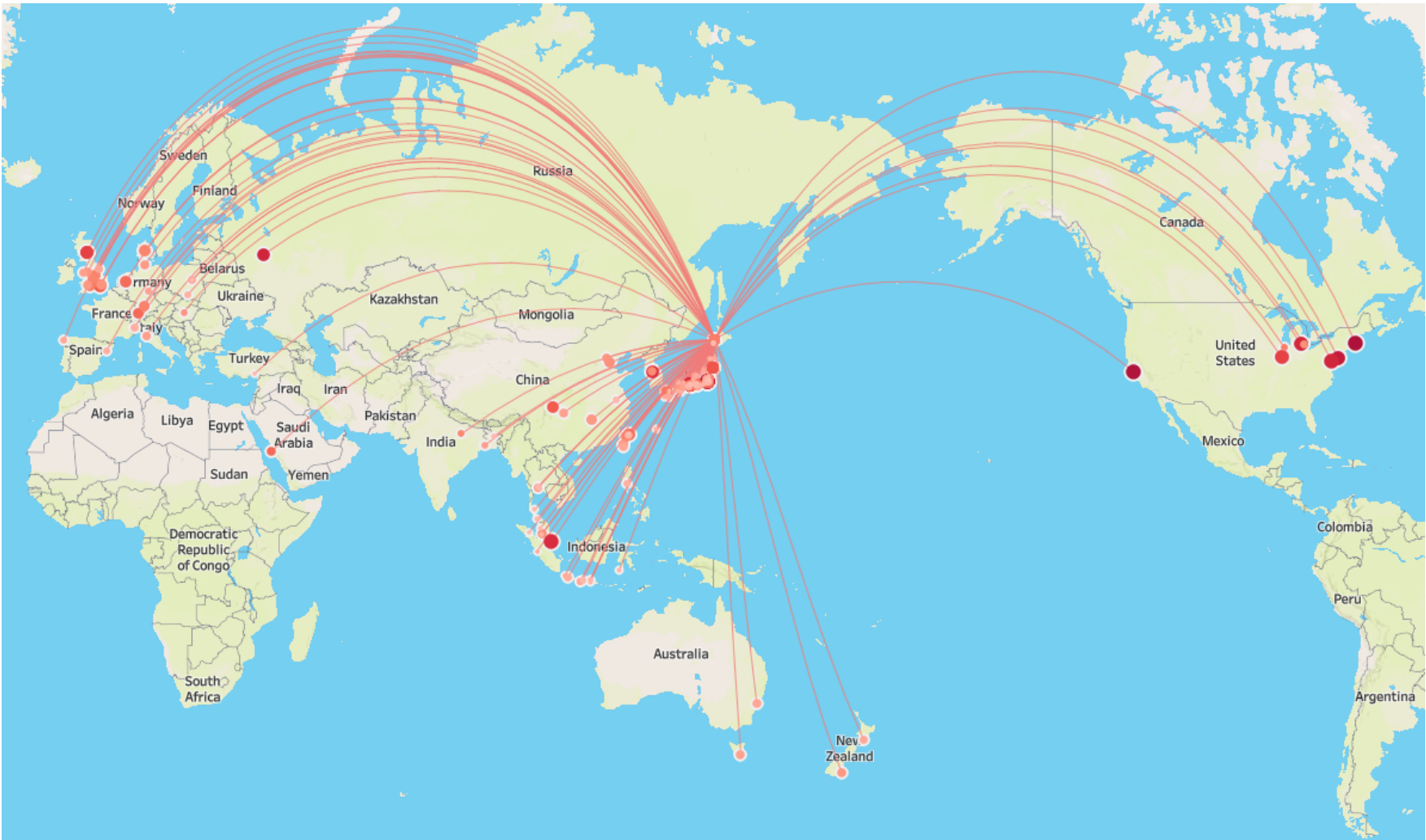
Vote origination for North America



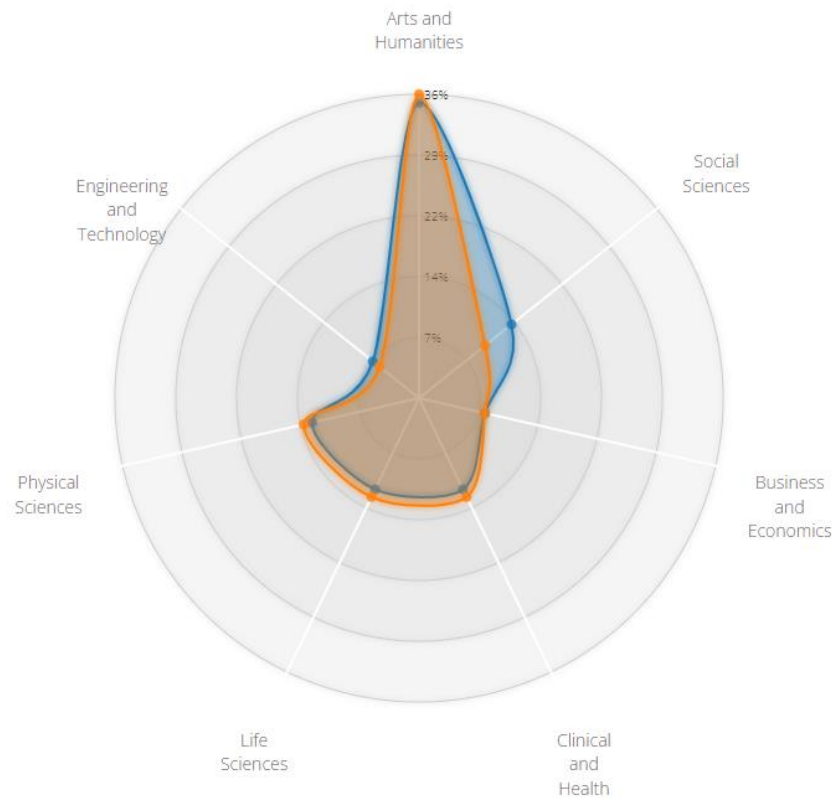
Vote origination for Europe



Vote origination for Japan

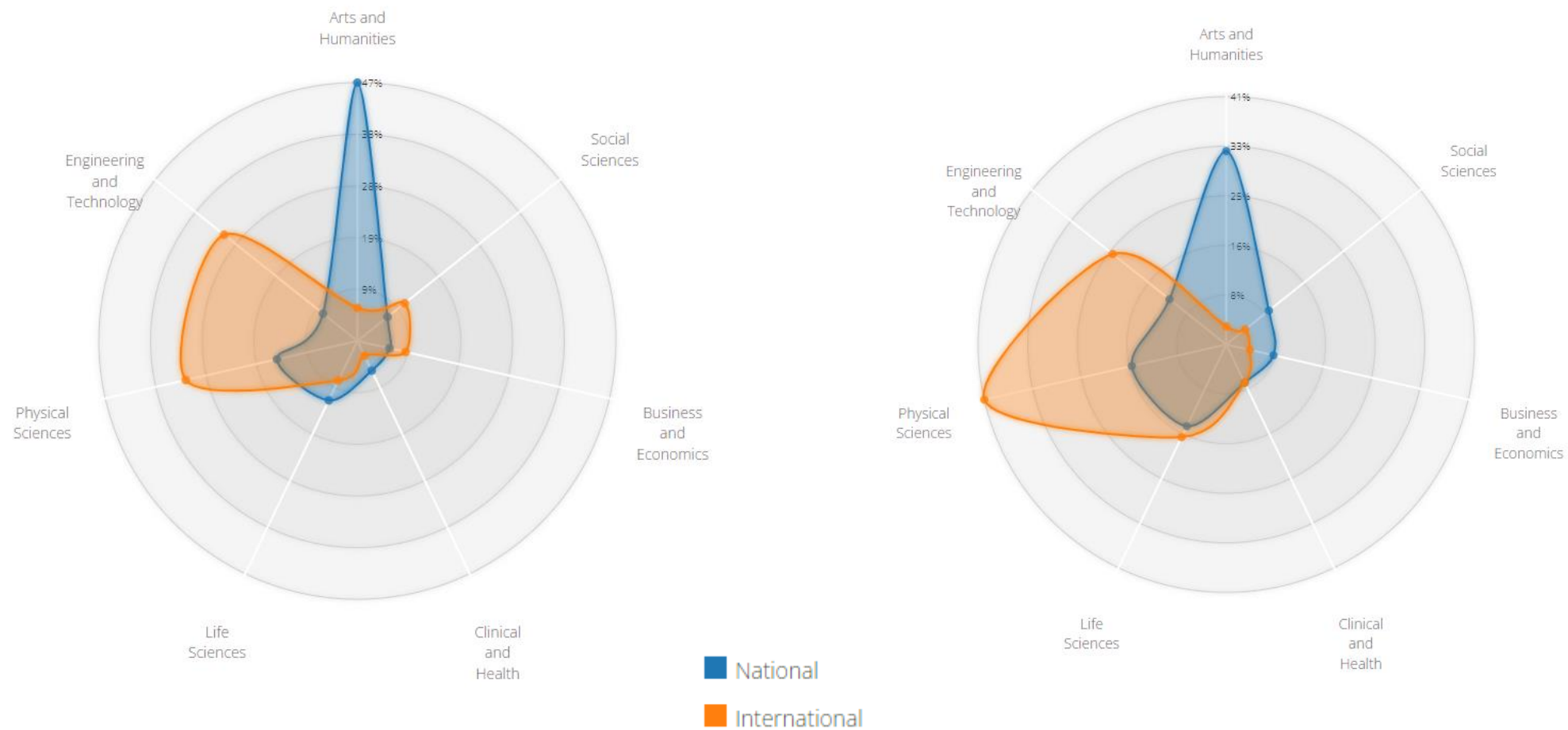


Europe and North America



■ National
■ International

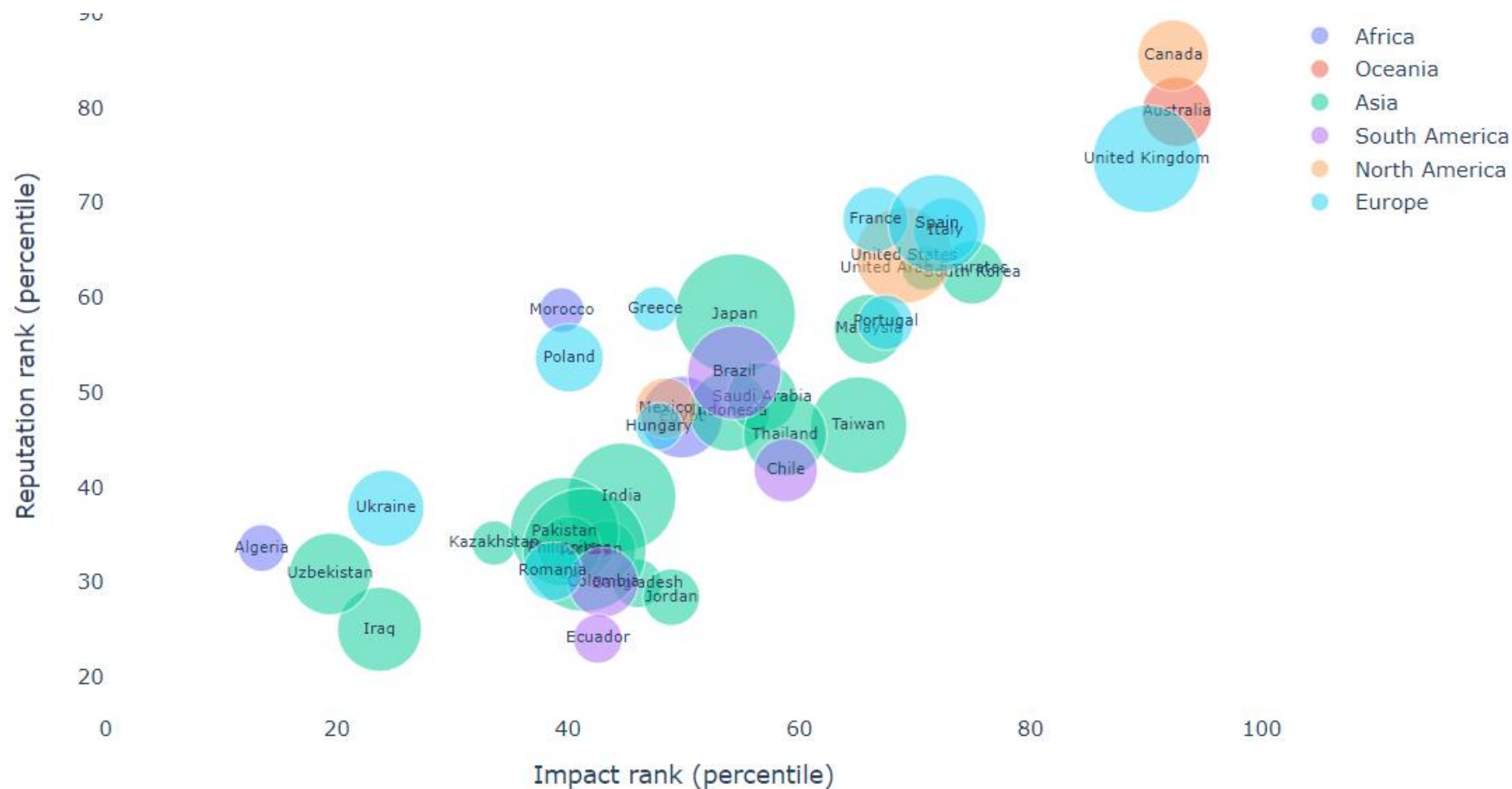
Asia



What drives decisions?

	Academic journal online	Academic journal in print	Academic networking website	University website	University publication online	University publication in print	Higher education magazine online	Higher education magazine in print
United States	60	54.1	19	14.4	12.1	7.7	10.4	7.2
Canada	60.9	52	22.3	16.4	12.5	8.6	12.7	9.5
Rest of North America	68.3	58	50.8	35.8	24	24.7	23.4	17.5
Brazil	56	63.7	33.6	31.2	22.2	22.2	20.6	16.1
Rest of South America	66	49	46.6	27.1	18.5	16	17.7	11.5
United Kingdom	58.1	49.9	21.3	16.3	10.1	5.8	8.2	5.5
France	54.8	45.7	20	17.8	10.9	7.7	12	7.7
Spain	58.5	44.1	37.6	18.5	11.3	9.8	9	5.6
Germany	53.5	47.2	23.3	16.3	13	9	4.3	3.1
Italy	46.4	47.6	23.5	21.4	13	27.2	8.5	5.8
Poland	55.7	45.9	40	34.6	18.2	25.7	10.5	6.3
Russian Federation	70.7	65.8	39.8	36.9	20.2	20.1	13.8	11.4
Turkey	54.6	59.8	34.6	30.4	19	14.3	8	7
Rest of Europe	58.4	47.9	30.5	24.3	14.5	11.7	6.6	4.7
All of Africa	60.3	61.2	46	40.5	23.4	25.9	17	15.5
India	52.7	57.9	40.7	38.9	25.6	24.3	23.4	24.2
China	72.4	69.2	40	41.5	19.6	14	18.7	17.4
South Korea	80.3	76.7	36.5	21.1	21.9	12.4	13.3	9.5
Japan	75.9	71.2	33.9	28.2	19.3	9.3	7.4	5.4
Rest of Asia	62.5	58.8	47.1	48.4	31.3	27.5	20.5	17.8
Australia	64.4	50.2	29	19.7	14.3	8.1	10.1	6.1
Rest of Oceania	65.1	55.7	28.8	15.1	10.8	6.1	7.5	3.8

Comparison of Reputation with Impact



Times Higher Education Reputation & Brand Consultancy



Helping Universities Build Their Global Profiles

Mark Sudbury

Head of Reputation, Times Higher Education

Head, The World 100 Reputation Network

THE Consultancy - *providing strategic, data-driven guidance to universities and governments globally*



INSTITUTIONAL
**RANKINGS
PERFORMANCE**
ANALYSIS

**COMPETITOR
ANALYSIS**

STAKEHOLDER
PERCEPTIONS
ANALYSIS

INTERNATIONALISATION
STRATEGY

**GLOBAL
ACADEMIC**
REPUTATION ANALYSIS

STRATEGY
EVALUATION

**BRAND
HEALTH
CHECK**

RESEARCH
NETWORK
ANALYSIS

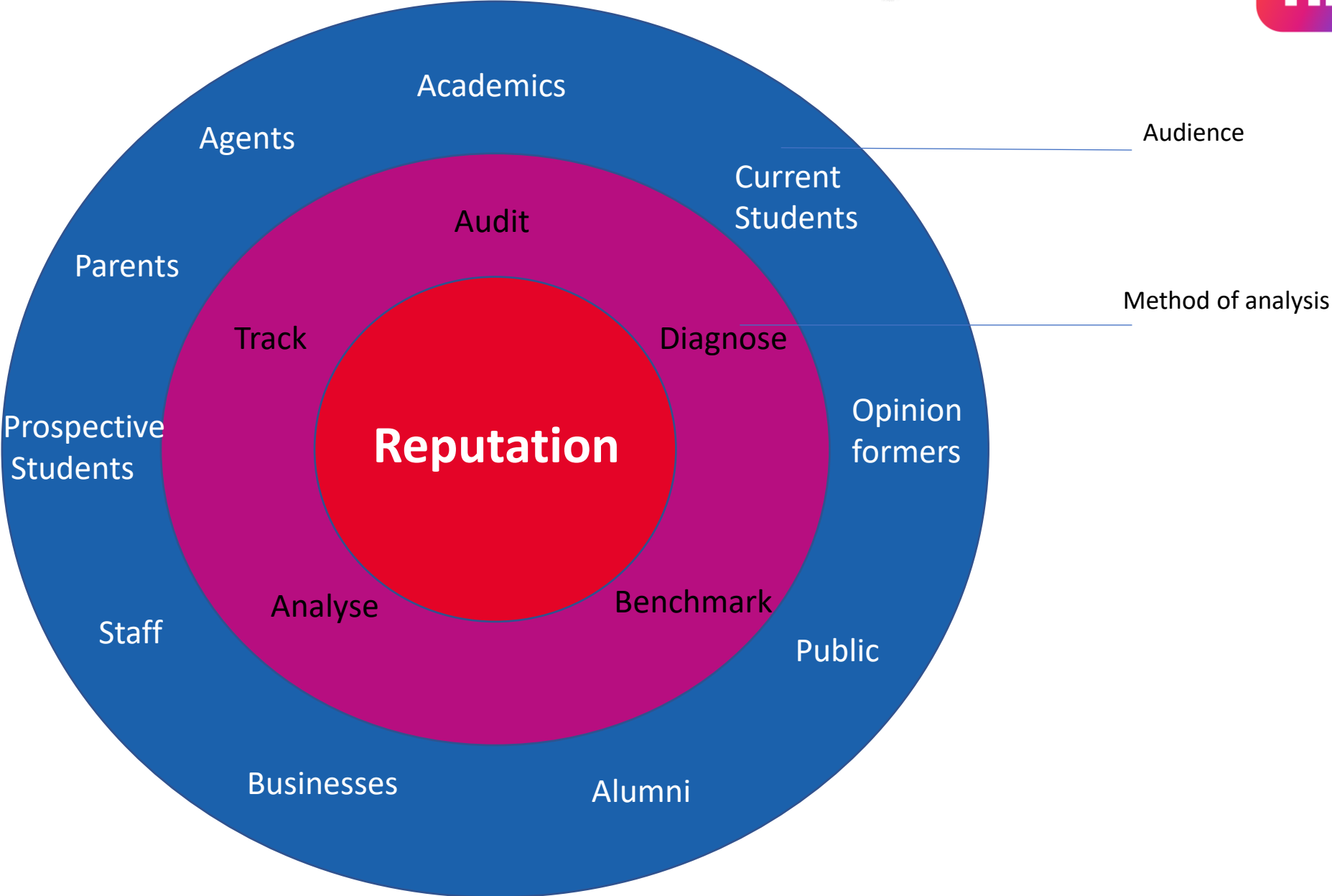


WORLD 100
REPUTATION TRACKER

THE Reputation and brand consultancy; powered by



WORLD 100
REPUTATION NETWORK





ACADEMIC REPUTATION ANALYSIS

An examination of academic reputation via analysis of evidence collected from researchers globally participating in THE's Academic Reputation Survey.

- Full analysis of the institution's performance in the Academy Reputation Survey
- Breakdown of votes by subject, country and demographic of voters
- Benchmarking with comparator universities
- Analysis of relationship between reputation performance and institutional global citation trends
- Identification of market opportunities to improve reputation, based on international collaborative trends



STAKEHOLDER PERCEPTIONS AUDITS

Engaging stakeholders to measure their perceptions of the university for benchmarking reputation & informing strategy

- Surveying key internal audiences to understand perceptions of brand strengths and challenges
- Quantitative surveys with a broad group of opinion formers to establish external reputational position
- In-depth interviews with the university's key stakeholders to explore perceptions of the university and test strategic priorities

Stakeholder groups to survey / interview

Higher education organisations

Research funders

Industry / business partners

Global partners

Regional government / organisations

National government / policymakers

NGOs / charities

Sector organisations (eg. health, law)

Graduate employers

Alumni



WORLD 100 REPUTATION TRACKER



- A collaborative research project involving leading global universities measuring reputation with key audiences.
- The data supports benchmark setting, comparing with peers and tracking performance across time.
- For international universities: surveys with 7 key audiences. UK survey with 15 key opinion-forming groups has been running since 2017
- 2024 Tracker kicks off in January.

Primary audiences - International



International Agents



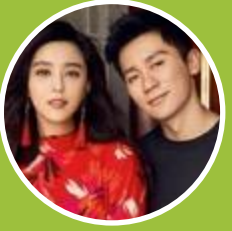
International Academics




Prospective International Students

International Stakeholders

Internal Stakeholders



Alumni



Current Staff



UG Current Students



PG Current Students

INTERNATIONAL PROSPECTS: Global Reputation Score

Global Reputation Score
Sample size = 116 - 414
(scroll below to see the sample size for each university)

Select universities to show in chart

(All) ▾

Filter by level of study

(All) ▾

Asia
Australasia
Europe
North America
UK & Ireland

Q: If the university with the best reputation in the world scored 10/10, how would you rate the reputation of THIS university



How members are using Tracker data



““ _____

“We use the insight to inform discussions with academic colleagues on rankings and reputation.”

_____””

““ _____

“The data allows us to have difficult conversations with the senior team.”

_____””

““ _____

“We have a good baseline for moving forward... and to compare with many of our competitors.”

_____””

““ _____

“Having benchmarks is critical.”

_____””

Branding Consultancy Solutions



DIGITAL BRAND DIAGNOSTIC

Using several digital monitoring and intelligence tools, we are able to generate 70 digital metrics that provide dynamic real time insight into the power behind a university brand. Each metric provides insight into content profiled and strategies employed as part of universities' communications strategies

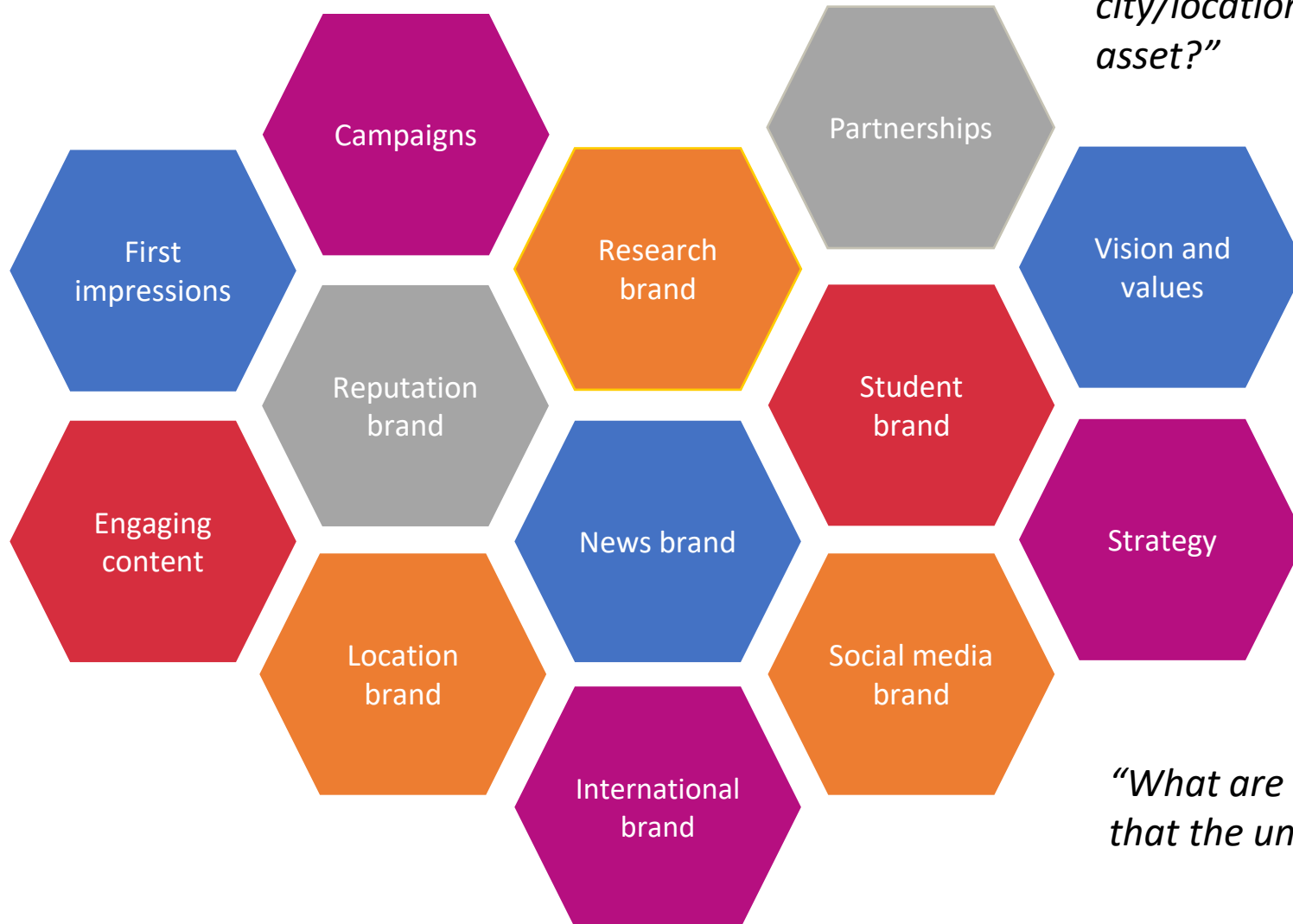
Analysis of 70 digital intelligence metrics, combined with a qualitative assessment of digital content

BRAND SNAPSHOT

Reviewing the online brand assets of your institution against a group of identified competitors. Assessment is based on a scoring system using a framework of 20+ metrics within 9 brand areas, including research brand, location brand and international brand.

Qualitative assessment via a brand assessment framework

Brand Snapshot - attributes assessed



“To what extent is the city/location a brand asset?”

“How does the university differentiate its student brand?”

“What are the research strengths as stated on the website?”

“What are the five main messages that the university is repeating?”



CONNECTING UNIVERSITIES SINCE 2007

The only professional network for world-ranked universities focused on building reputation and global profile through research and networking.

UNIVERSITIES FROM ACROSS 14 COUNTRIES

Membership is exclusive to universities in the top 200 of THE, QS, SJT and US News rankings; top 100 under 50; top 100 THE Impact Rankings

REPUTATION & RANKINGS
RESEARCH

CONFERENCES, EVENTS
AND NETWORKING

REPUTATION TRAINING
ACADEMY

MEDIA & SOCIAL MEDIA
MONITORING

A promotional banner for the World 100 Annual Conference. On the left is a circular image of a university building with a large 'C' logo overlaid. To the right of the image is the text "WORLD 100 ANNUAL CONFERENCE" with the diamond logo. Further right is "HOSTED BY THE UNIVERSITY OF SYDNEY" with the university crest. On the far right, it says "SYDNEY, AUSTRALIA" and "28 & 29 SEPTEMBER 2023". Below this is the tagline "CONNECTING FOR GREATNESS: BUILDING REPUTATION THROUGH COLLABORATION" and a green button that says "BOOK YOUR PLACE NOW".

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28 & 29 SEPTEMBER 2023

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BOOK YOUR PLACE NOW



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University of Glasgow



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UNIVERSITY OF GALWAY

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University of BRISTOL



UCD DUBLIN

US

UNIVERSITY OF SUSSEX



UNIVERSITÉ Concordia UNIVERSITY



Queen's UNIVERSITY



UNIVERSITY OF LONDON



University of Dundee

Université de Montréal



UNIVERSITY OF BIRMINGHAM



香港中文大學
The Chinese University of Hong Kong



ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA

ANY QUESTIONS?



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