Are rankings relevant?

Martin Ince
United Kingdom
Executive Summary

• Yes they are
Ranking whom?

- Hospitals: cleanliness, speed, effectiveness
- Schools: passes, added value
  - Railways
- Rubbish removal, recycling
  - Beaches
- and many others
How Dr Beresford changed journalism for ever

- Sunday Times Rich List
And then

- People under 25
- Sports people
- British Asians
- Scotland, Wales etc
  - Women
- Even academics
University expansion means..

- More students
- More universities
- More worried parents
Criteria

University-wide
Topic specific
University-wide

- Library spending
- Accommodation
  - Employment
- How hard to get into?
- Firsts and upper seconds
Subject-specific

- Entry grades
- Teaching
- Research
- Employment
University of Central Lancashire

Undergraduate Full Time Courses

- BA(Hons) International Journalism
- BA(Hons) Journalism
- BA(Hons) Journalism and English Language and Linguistics
- BA(Hons) Journalism and English Literature
- BA(Hons) Management and Public Relations
- BA(Hons) Marketing and Public Relations
- BSc(Hons) Media Communications
- BA(Hons) Public Relations (Sandwich)
- BA(Hons) Public Relations and Management
- BA(Hons) Public Relations and Marketing
- BA(Hons) Sports Journalism

Postgraduate Courses

- MA Broadcast Journalism
- PGDip Broadcast Journalism
- MSc International Applied Communication
- MA International Journalism
- MA Magazine Journalism
- PGDip Newspaper Journalism
- PGDip Newspaper Journalism
- MA/PGDip Online Journalism
- MSc/PGDip/PGCert Strategic Communication
Japan

• Entry qualifications
US News and World Report

- 283 pages
- Peer assessment
- How hard to get in
  - Retention
- Faculty numbers
  - Class size
  - Selectivity
- Alumni giving
Financial Times MBA rankings

- FT January 24 2005
- 21 substantial columns
  - Four on money
  - Women, PhD faculty
  - Satisfaction
World university trade

- Ideas
- Money
- Staff
- Students
The THES

- Weekly UK newspaper
- Part of the same stable as The Times
- Since 1971
- International subscriptions at competitive prices
Help!

• QS

• Evidence
What we did

- Find universities
- Get the sample
  - Ask them
What we did next

- International staff
- International students
- Staff/ student ratio
- Citations per staff member
And then...

- Half the points for the peer review
  - The rest for the rest

It turns out
- Harvard top
- 29 countries represented
  - www.thes.co.uk
Surprises

- Australia
- European Research Area
- Low citation, high esteem
Traps

- System variation
- Name bias
- Errors
Sectors

- Medicine
- Science
- Engineering and IT
- Social Sciences
- Arts and humanities
Next steps

- Employer opinion
- Wider citations database
  - Prizes – but....
  - Any ideas?
- Need to be obtainable consistently across Planet Earth