

# 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](http://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