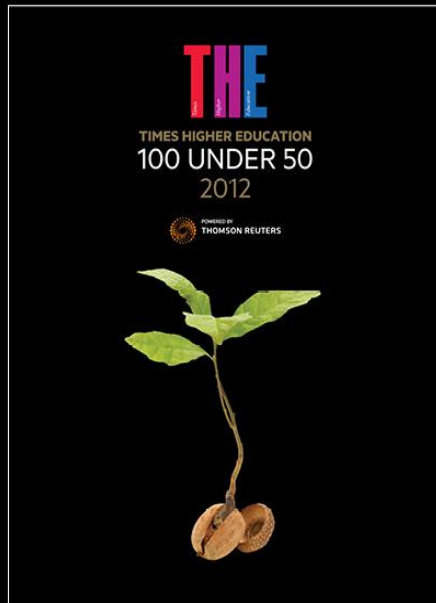


World Reputation Rankings. Launch 2013



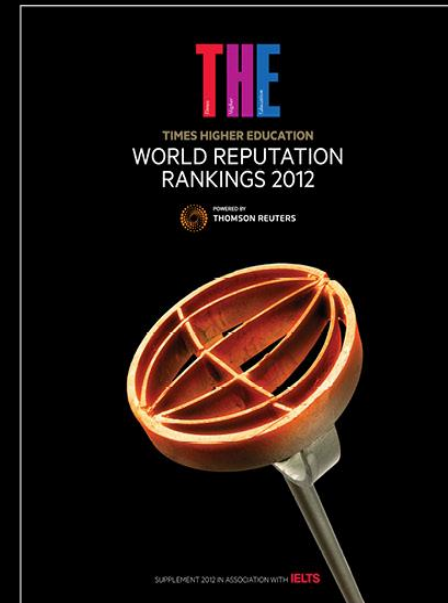
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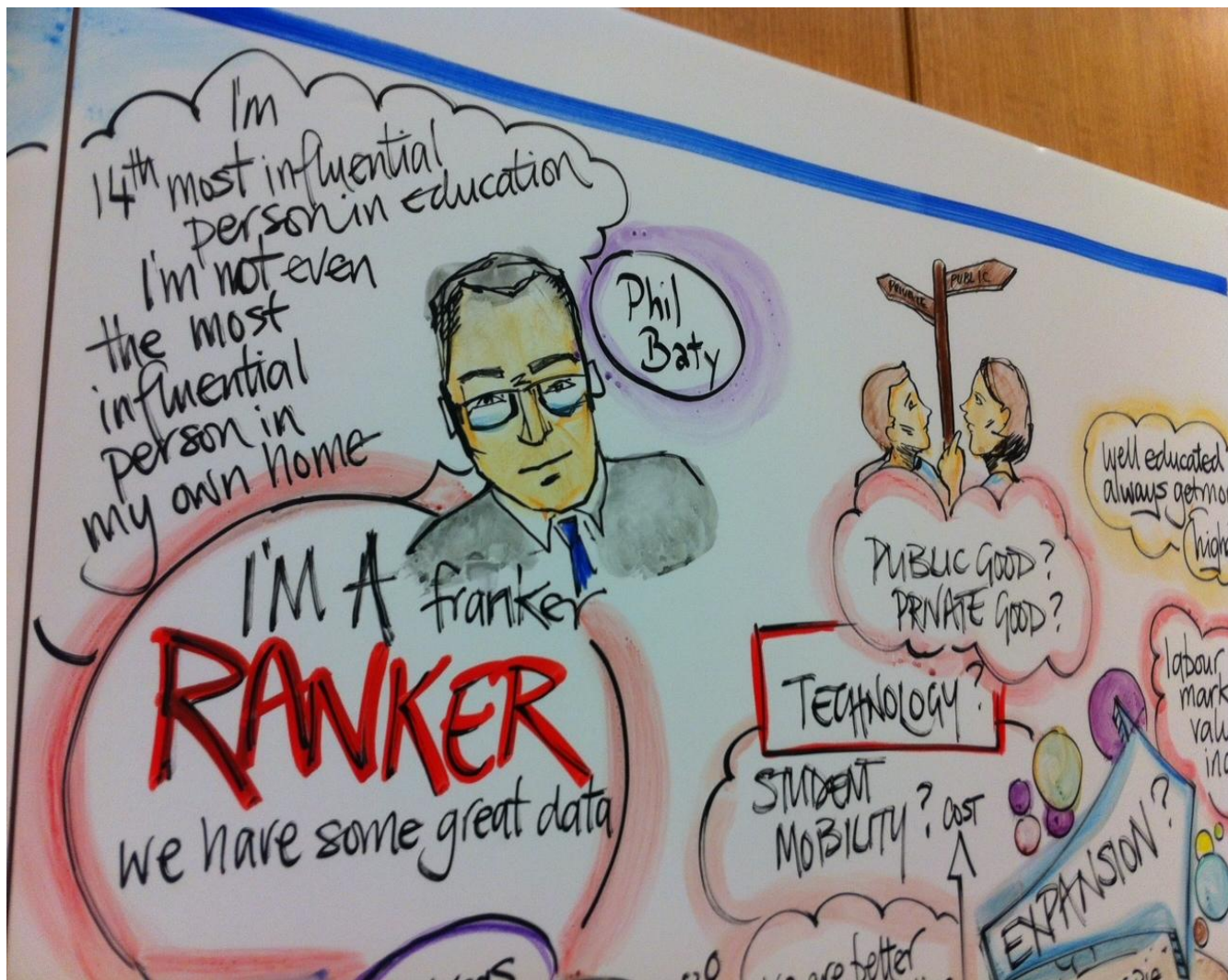


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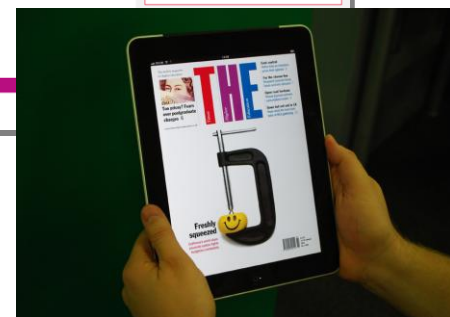
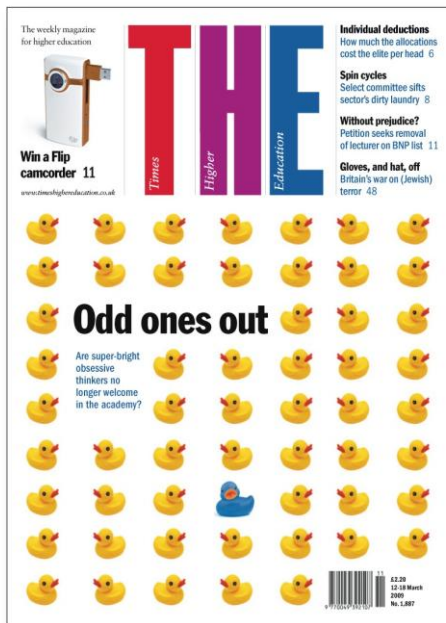
Phil Baty

Rankings Editor



Times Higher Education

The global authority on higher education, in print and on-line,



TSL Education



Why Rank? Globalisation

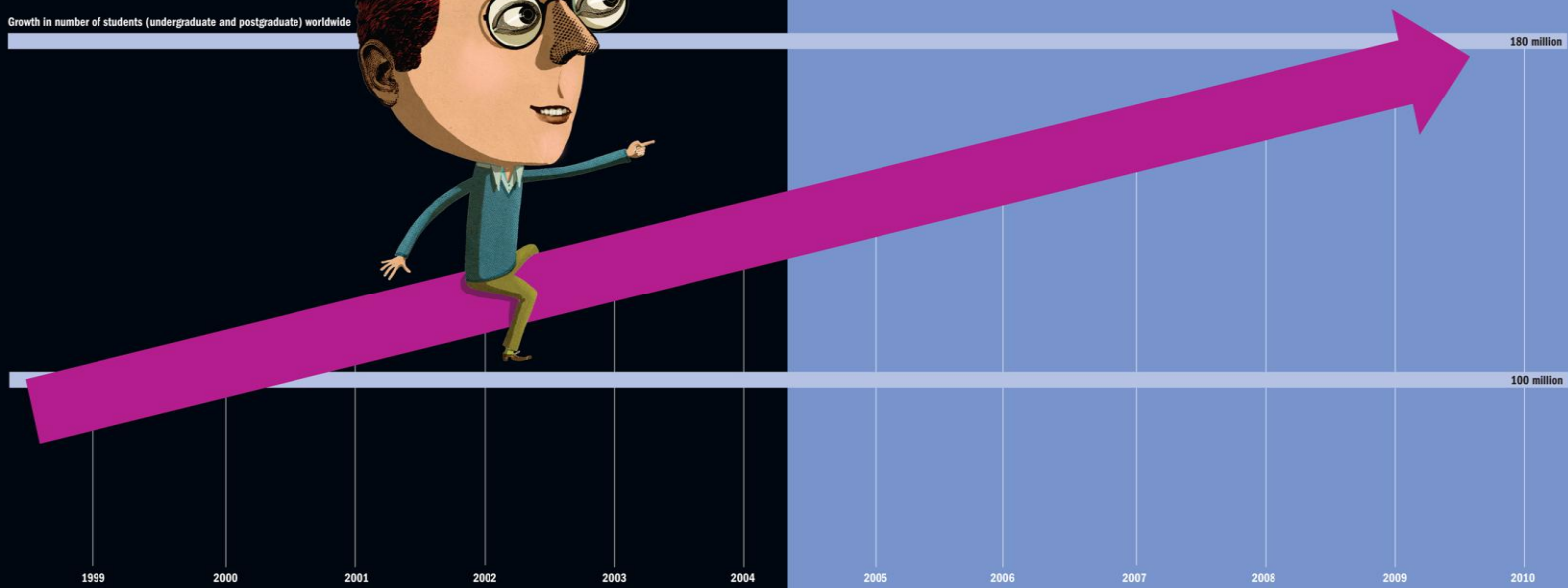
4 million internationally mobile students – 7 million by 2020

200+ branch campuses

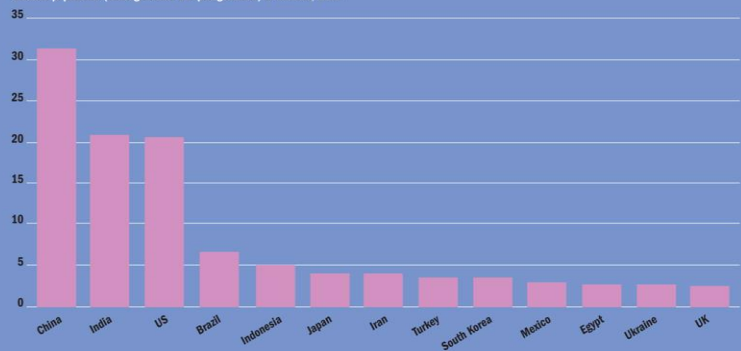
40 per cent of research papers published by world top 200 universities are internationally co-authored



Growth in number of students (undergraduate and postgraduate) worldwide



Student population (undergraduate and postgraduate) in millions, 2010



Why rank? Rankings perform a helpful function

“Rankings... encourage institutions to move beyond their internal conversations to participate in broader national and international discussions”

“Rankings... foster collaboration, such as research partnerships, student and faculty exchange programmes”

“Rankings prompt change in areas that directly improve student learning”

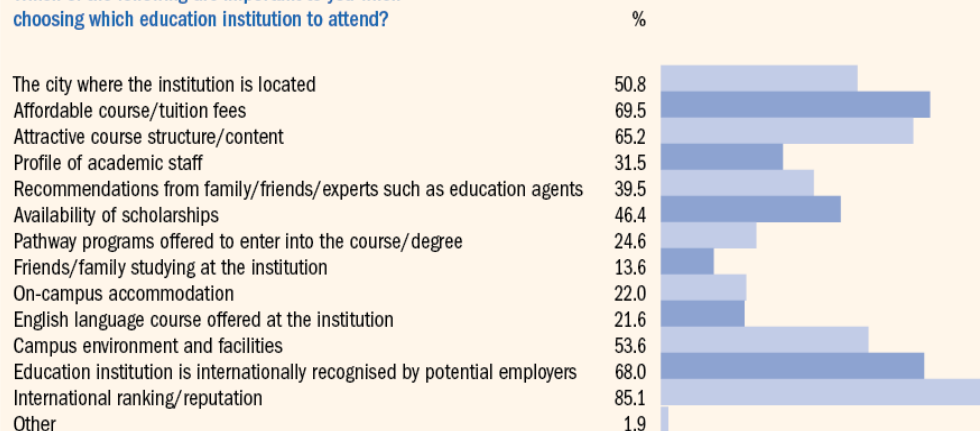


Growing influence among students

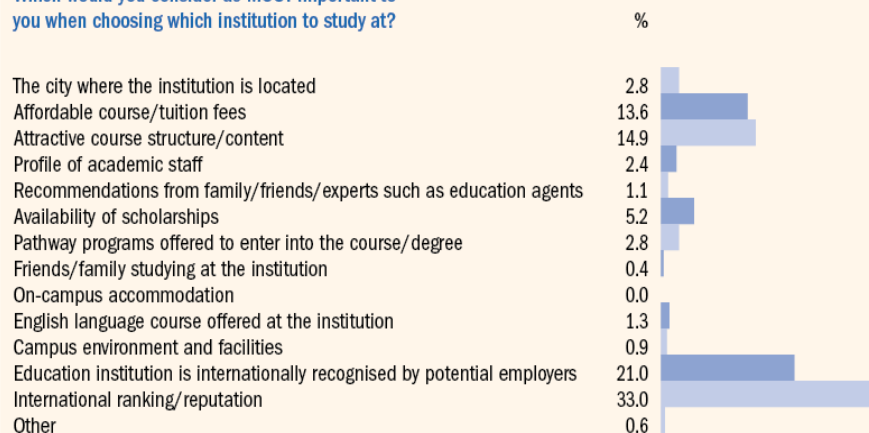


REPUTATION, REPUTATION, REPUTATION

Which of the following are important to you when choosing which education institution to attend?



Which would you consider as MOST important to you when choosing which institution to study at?



Growing influence...



EDUCATION » COLLEGE & UNIVERSITY

September 24, 2012

No Indian institute in world's top 200 universities

AARTI DHAR



BusinessDay
BDlive



Less social mobility in 'land of opportunity'
Obama's promise of the American dream stands in stark contrast to the reality of life in the US, writes Palesa Morudu

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BY DANIE VISSER, NOVEMBER 09 2012, 05:15 | 1 COMMENT(S)





THE WORLD
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World Reputation Rankings

The weekly magazine
for higher education



Bad company:
Libya and the LSE
8-9, 26

www.timeshighereducation.co.uk



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Fellow travelogue
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Afghanistan's rich history
brought to the surface 47



World Reputation Rankings

INTERNATIONAL BUSINESS TIMES

March 2011

"The annual 2012 World Reputation Rankings are based on the world's largest survey of academic opinion and provide a unique insight into the shifting academic prestige of institutions."

The Washington Times

March 2011

"...compiled from written responses by more than 17,000 published academics who were asked to rank institutions on their reputations only — shows that Japan, China, Singapore and other nations are making big gains..."

THE AUSTRALIAN

March 2011

"Reputation Rules: Four Australian uni's among worlds best."

Forbes

March 2011

"Harvard is the world's most reputable university, according to a new ranking just released by Times Higher Education."

World Reputation Rankings

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

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



World Reputation Rankings

“Reputation is itself an identifiable market — one that matters and has material effects.”

Simon Marginson, March 2011



World Reputation Rankings

“The strength of a university’s brand both depends upon and feeds into the success of the institution itself. If a university thrives, the value of its brand will increase, in turn creating a virtuous feedback loop as academics, students and funding are drawn in. But the reverse is also true: failures of compliance or strategy can tarnish and at worst destroy this key asset, trapping the institution in a downward spiral.”

David Copping, Farrer & Co, March 2013



World Reputation Rankings

“Often seen in the past as merely a reflection of historical influence that can’t be affected in the short term, it is now recognised as a key component in decisions affecting future success. It really does matter what key audience groups think and are saying about universities.”

Mark Sudbury, UCL, March 2013



World Reputation Rankings

“We are living through one of these tipping points [when commentators] will say that this was the period when the landscape changed for ever, when the speed of reputational growth and decline suddenly accelerated... Ideas know no boundaries and maps – and that is equally true of reputations.”

Peter Upton, British Council, 2011

