

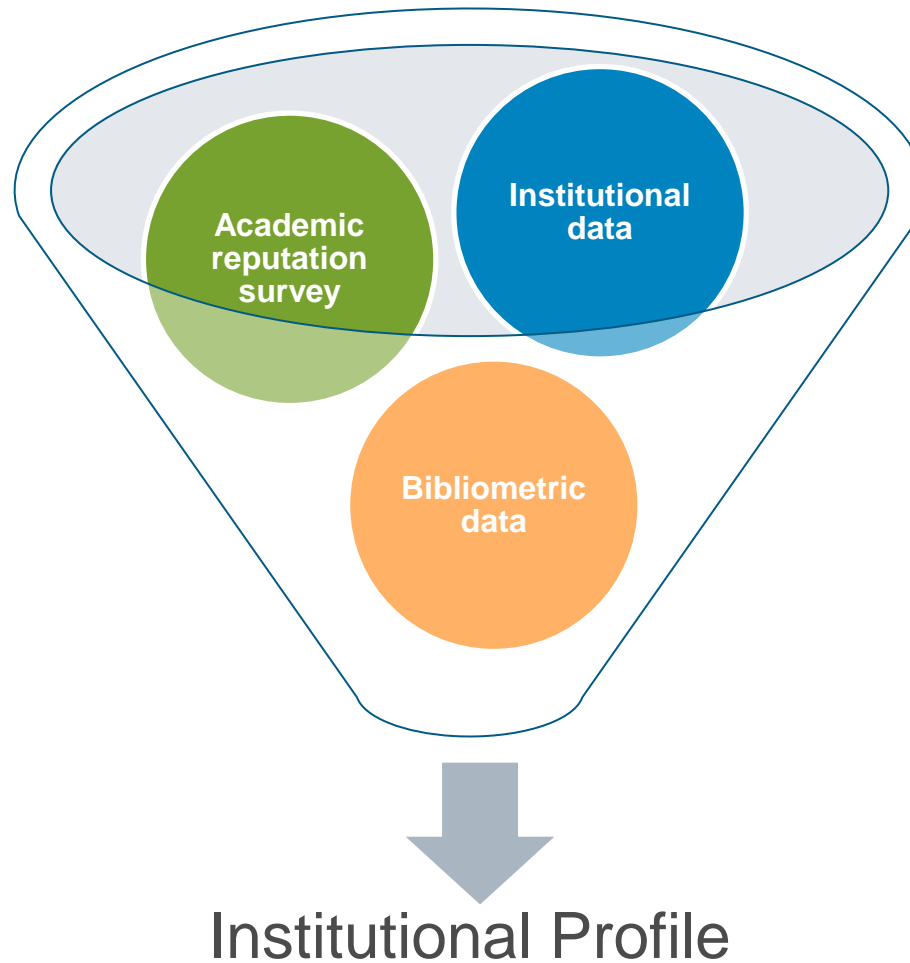
INSTITUTIONAL PROFILES

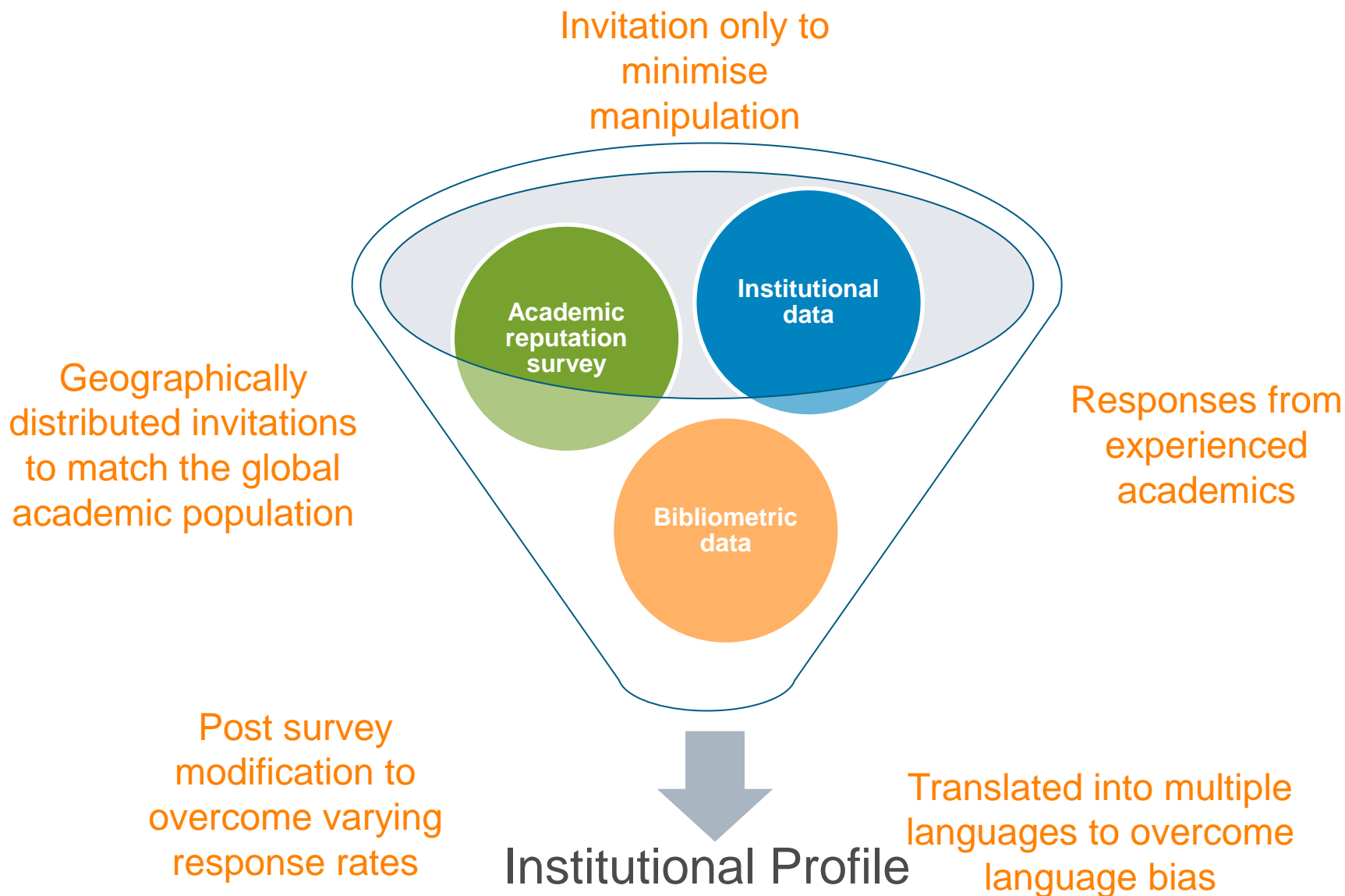
Academic Reputation Survey




THOMSON REUTERS

Part of the **Institutional Profiles** initiative





Reputation Survey – nuts & bolts

- The survey is carried out by Ipsos MediaCT 
- Data were collected from March 12th to April 27th 2012.
- 16,639 usable responses from 144 countries.
- English, French, German, Spanish, Spanish-LatAm, Portuguese, Portuguese-Brazil, Chinese, Japanese or Arabic.
- Specific questions about “Teaching” and “Research”
- Copy of the survey, white paper of the survey methodology and demographics of the responses are available at:

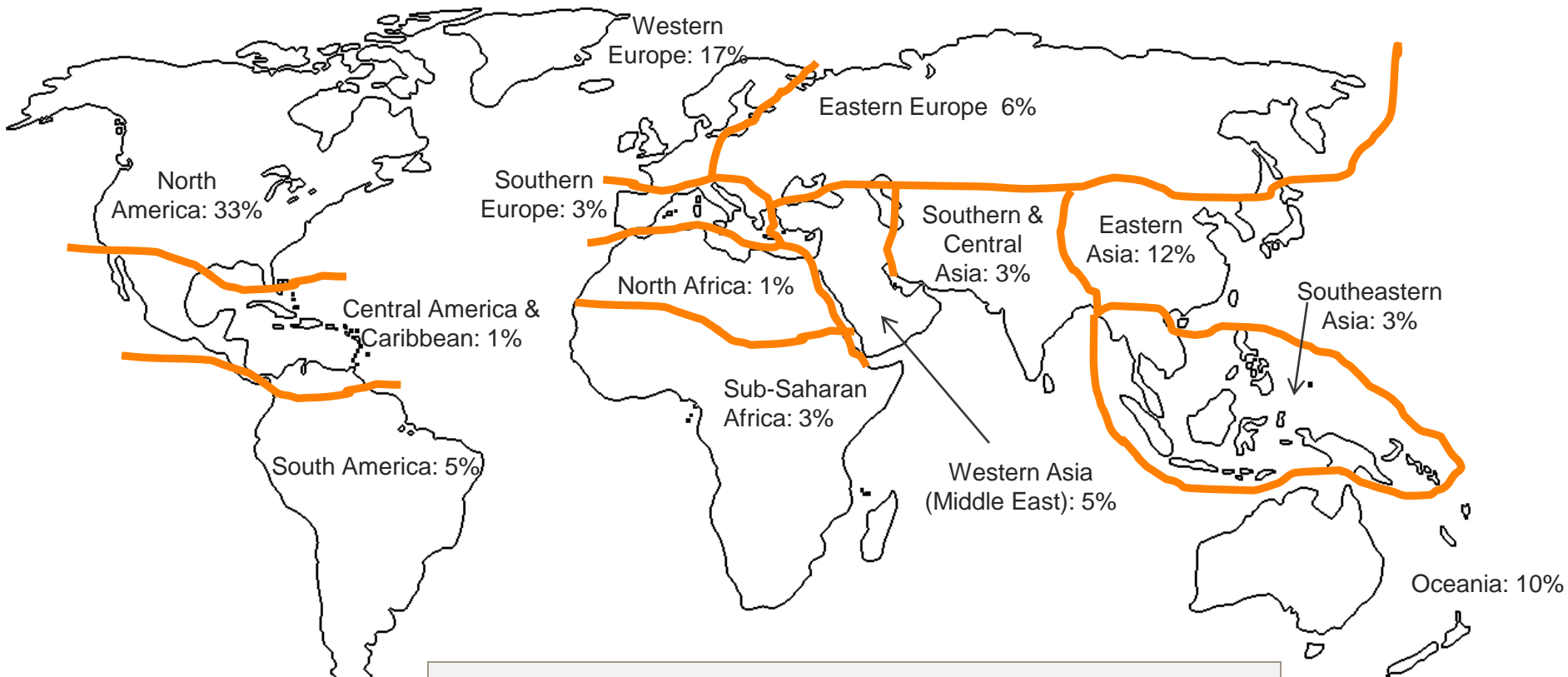
<http://science.thomsonreuters.com/globalprofilesproject/gpp-reputational/>



Invitations are randomly sampled to match global populations of academics and researchers









- GEOGRAPHIC DISTRIBUTION OF RESEARCHERS:
(UNESCO; LAST MEASURED IN 2007)
 - North America 22.2 %
 - Europe 28.4 %
 - Asia 41.4 %
 - Oceania 2.1 %
 - Latin America 3.6 %
 - Africa 2.3 %

Regions of Greatest Familiarity

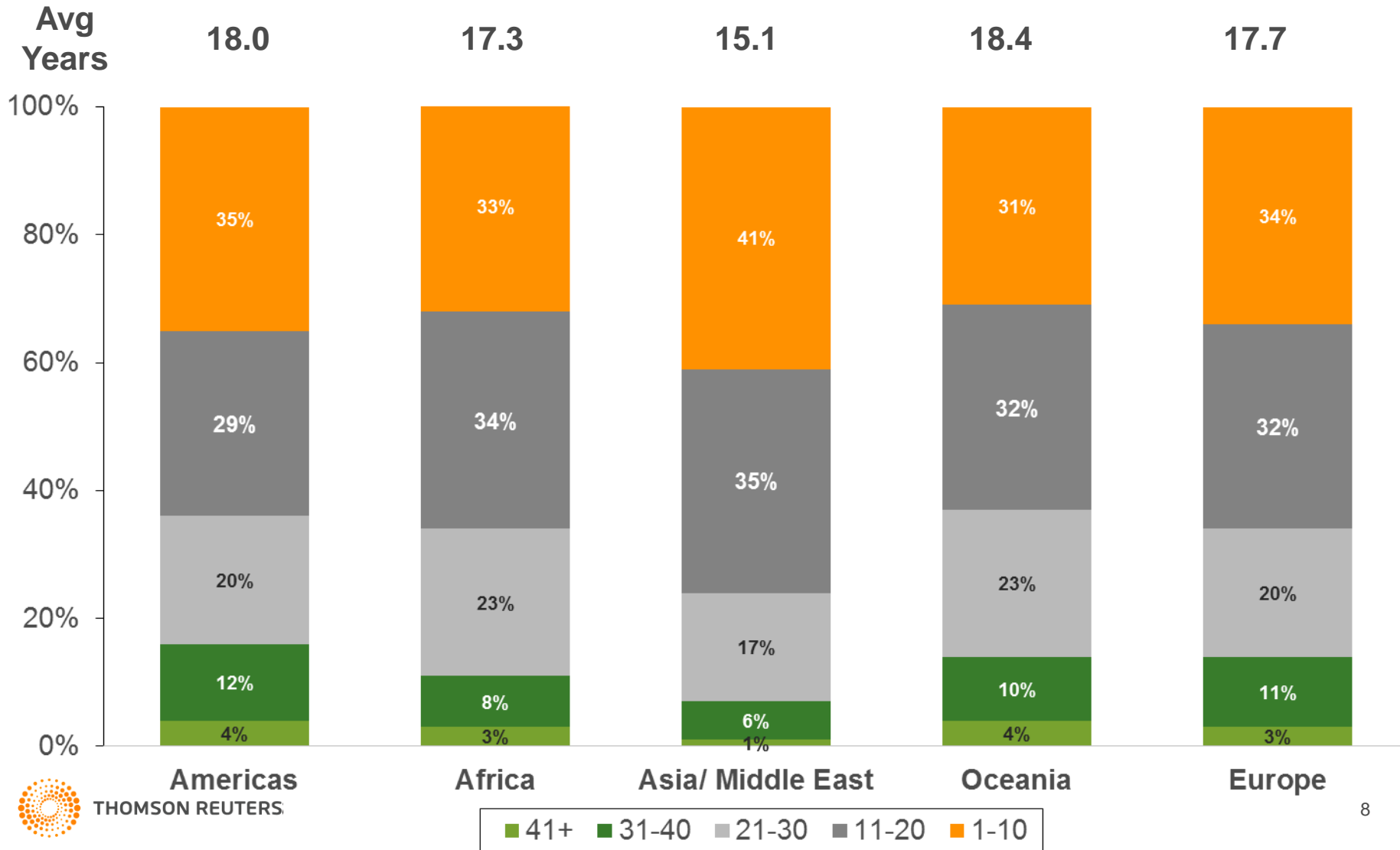


Question: Please identify the region with which you have the greatest familiarity in terms of higher education and academic research.

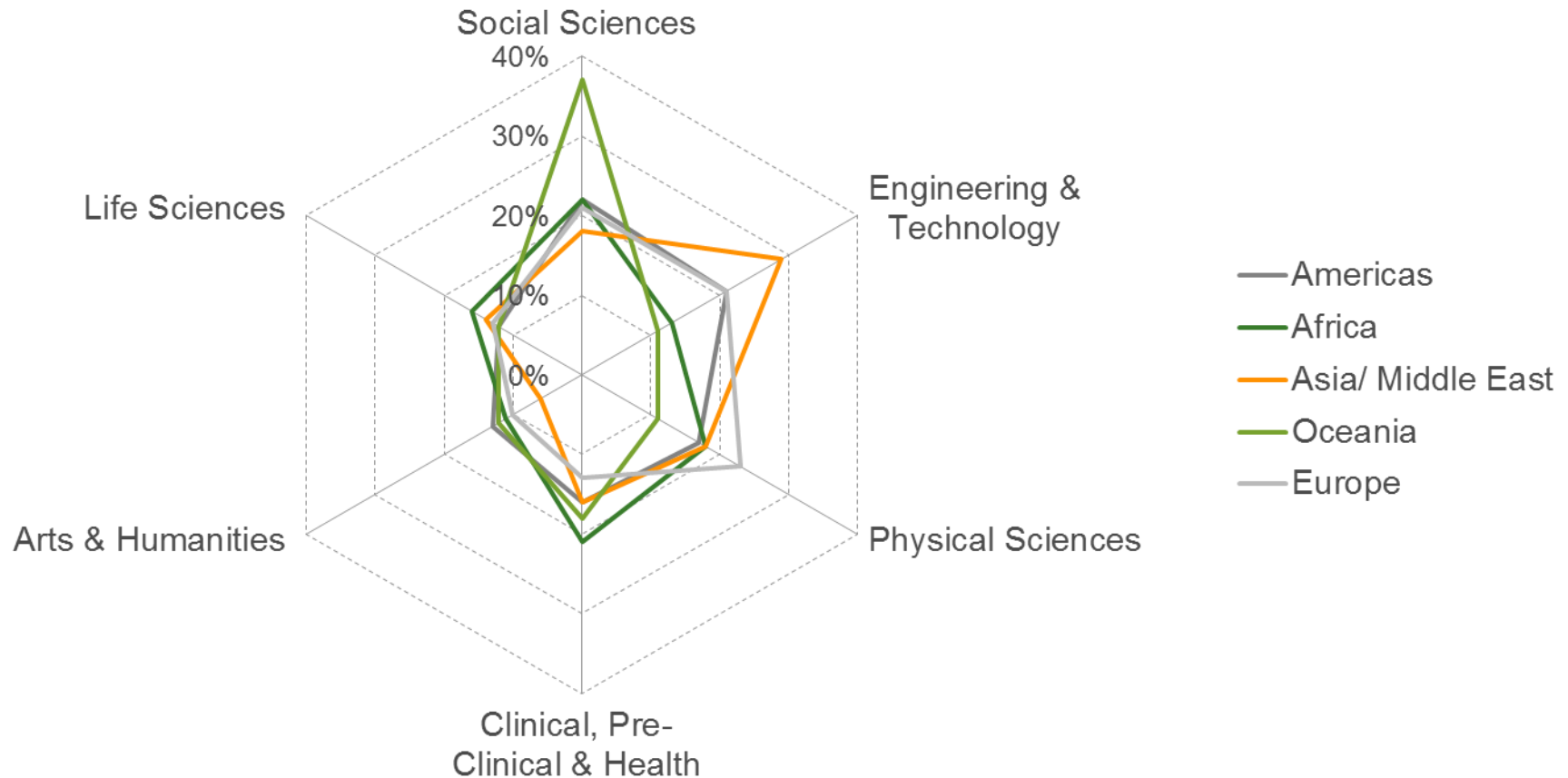
Current Job Role of participants

Academic staff	 68%
Research staff	 14%
Senior institutional leadership	 7%
Graduate/ post-graduate student	 6%
Teaching staff	 1%
Management and administrative staff	 1%
Other position at an institution	 1%
Not currently working at an institution	 2%

Years Working in Academia by Region

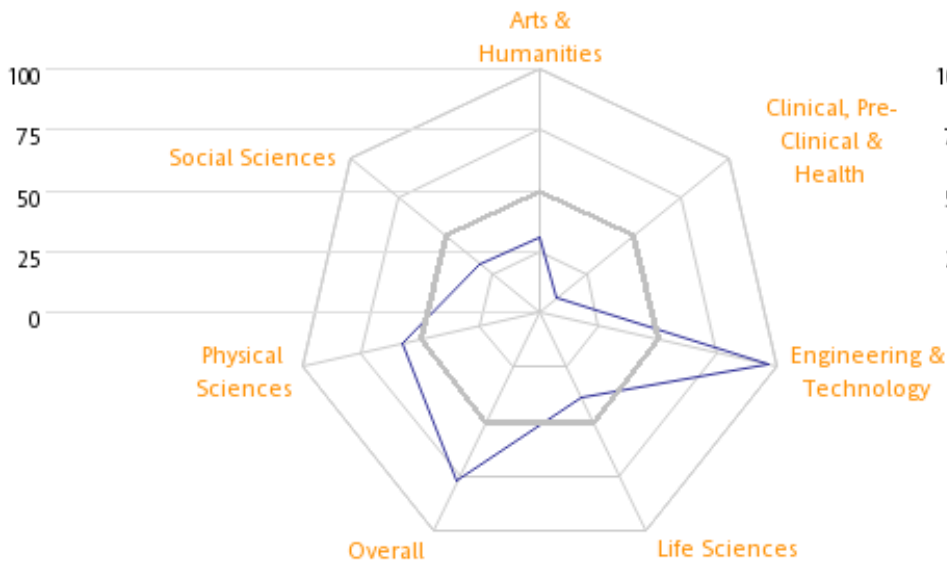


Category of respondent by region

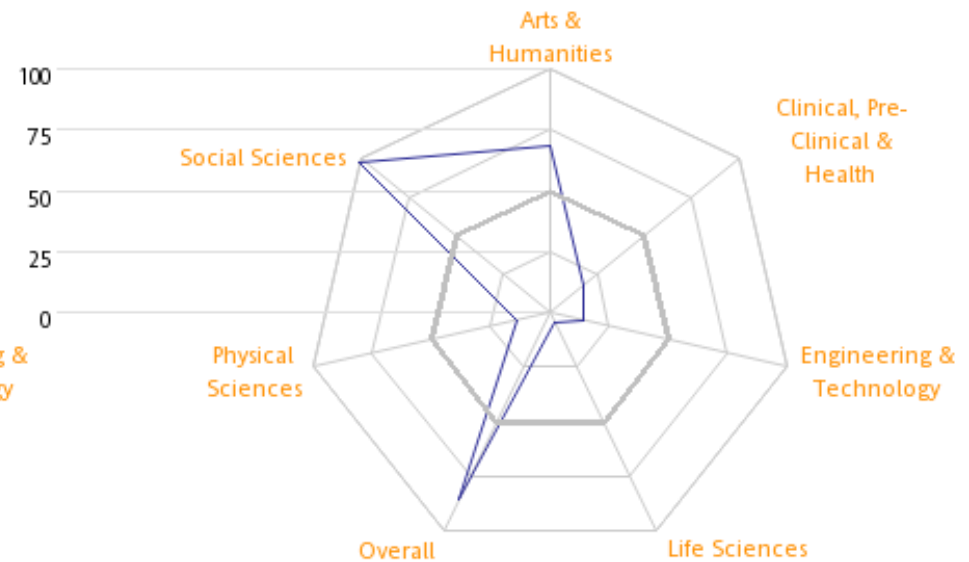


Results – examples of use beyond rankings

- Detailed analysis of the results can identify specific feedback about reputational standing.



Tsinghua University

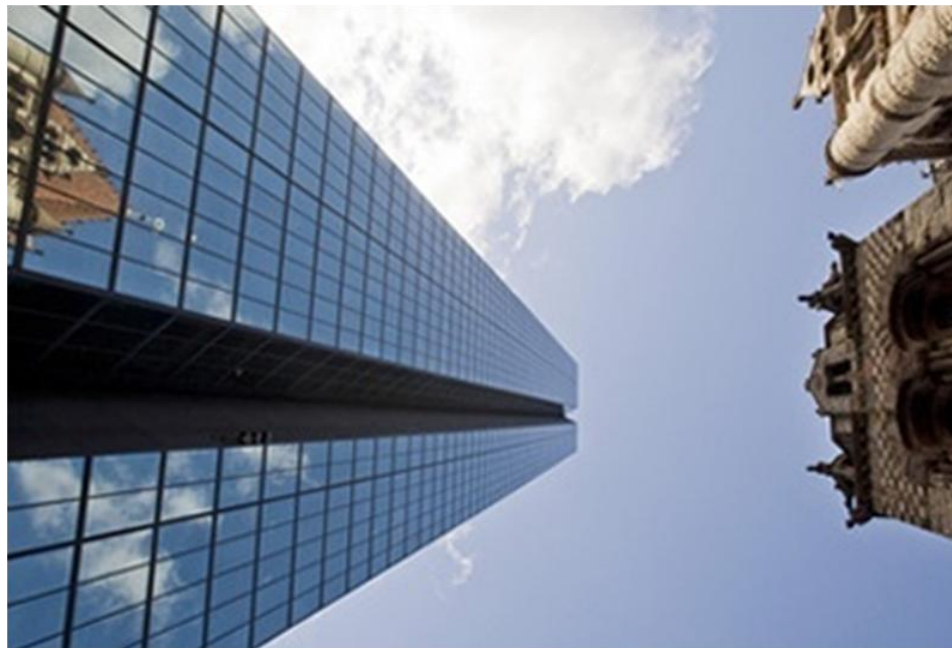


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Summary

- Consider effort is made to conduct the reputation survey in a robust and repeatable way.
- The Times Higher Education Reputation Rankings are the best possible measure of the reputational standing of academic institutions.
- The survey results can be used to help a university understand their reputation in detail.





THANK YOU

To find out more:

<http://ip-science.thomsonreuters.com/globalprofilesproject/>

Contact us at:

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