Strategisch gebruik van rankings

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Gebruiken jullie op dit moment rankingdata?

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All schools **ranked**.com ^{BETA}

All universities **ranked**.com ^{BETA}

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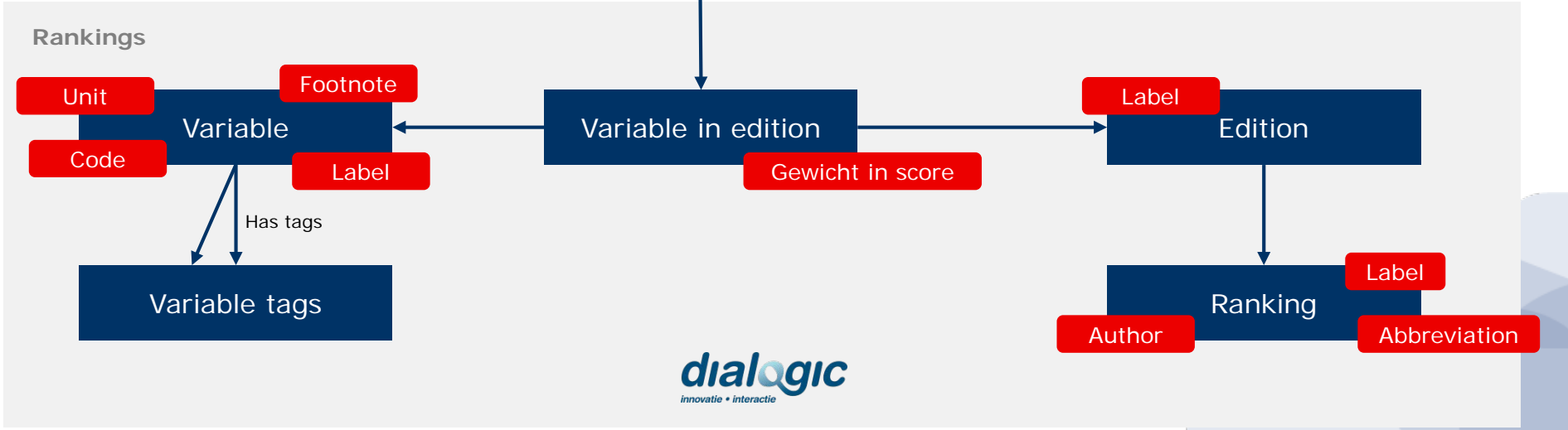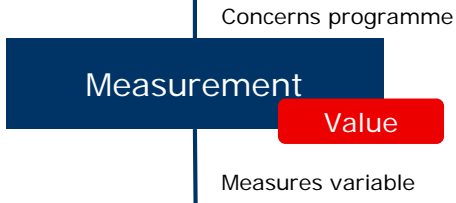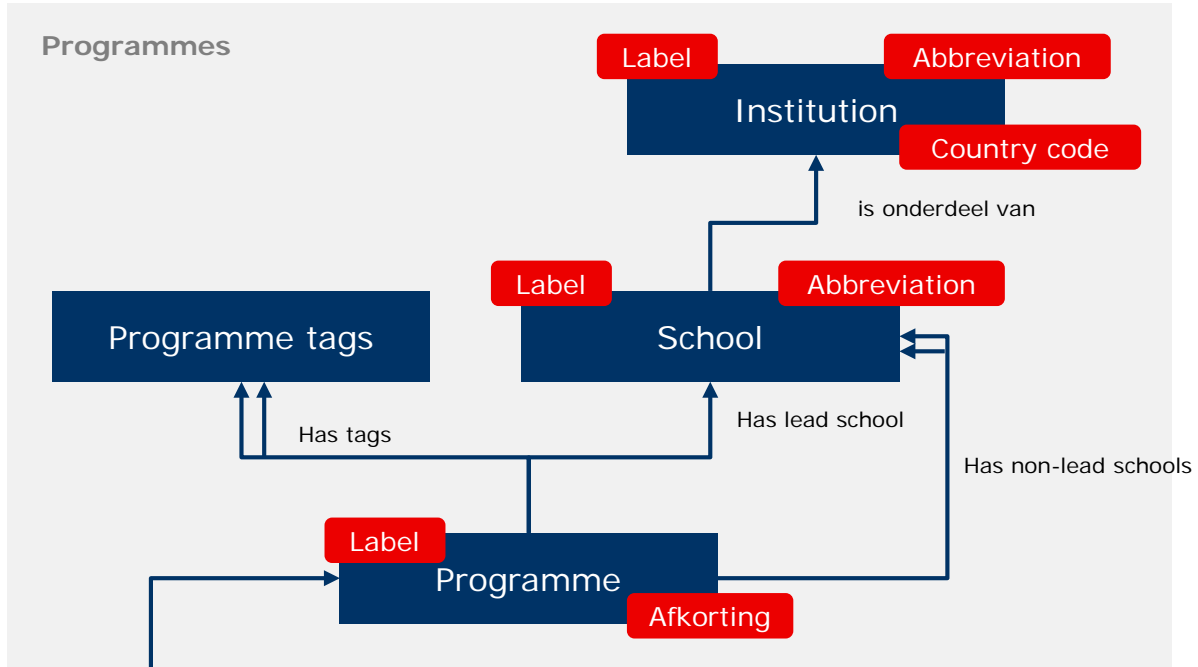
Ontstaansgeschiedenis

Producten en diensten

- Databases
  - Geunificeerde database met rankingdata op instituutniveau
  - Geunificeerde database met rankingdata op business school-programmaniveau

- Openbare demo
  - AllSchoolsRanked.com / AllUniversitiesRanked.com

- Private dashboards
  - RSM Metrics, EUR Metrics, ERIM Dashboard
  - Koppelingen met andere (private) datasets
  - Custom analyses, eigen KPI's/strategy indicators, …
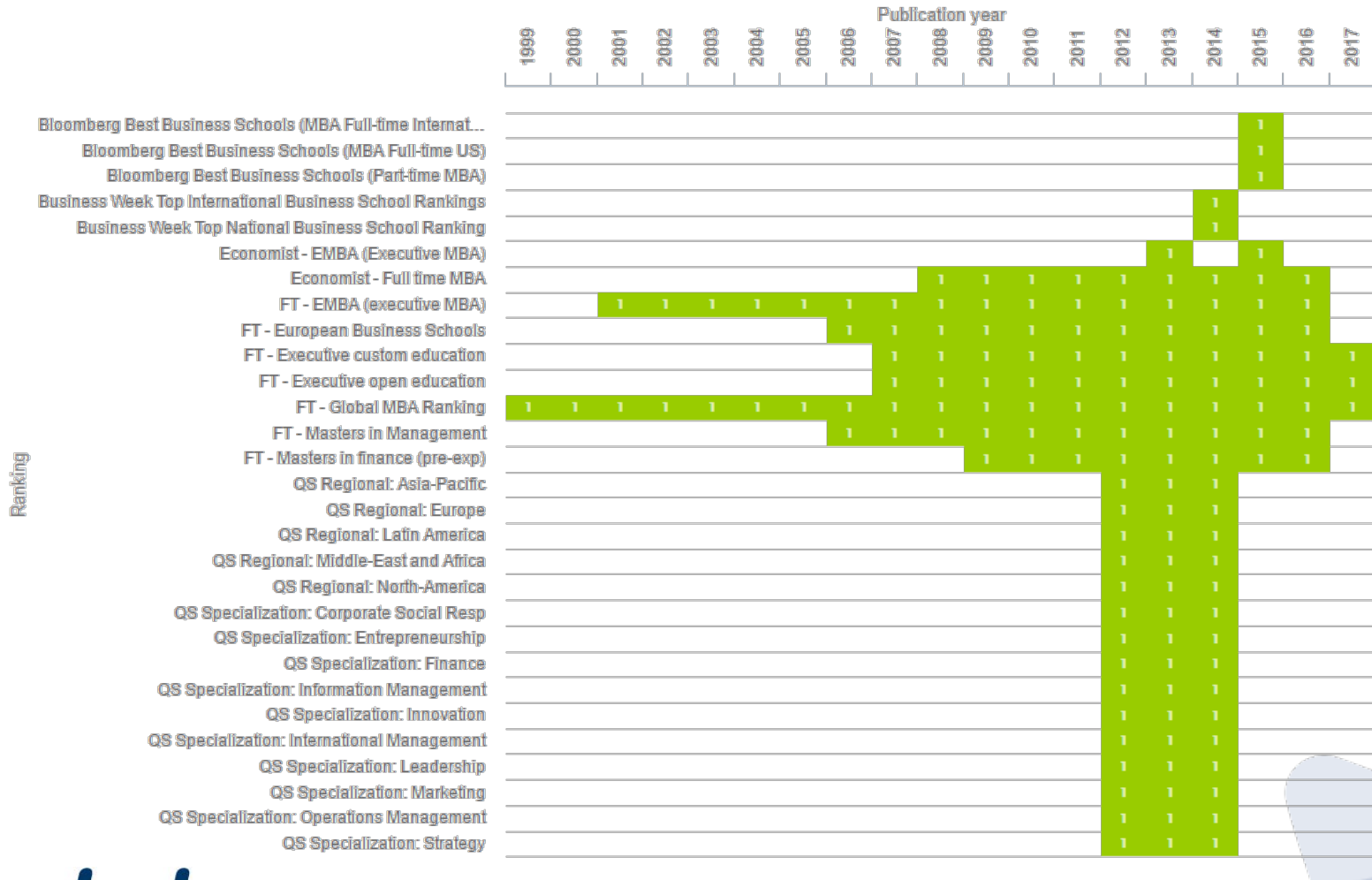 - Technische integraties (authenticatie, embedding, API's, …)
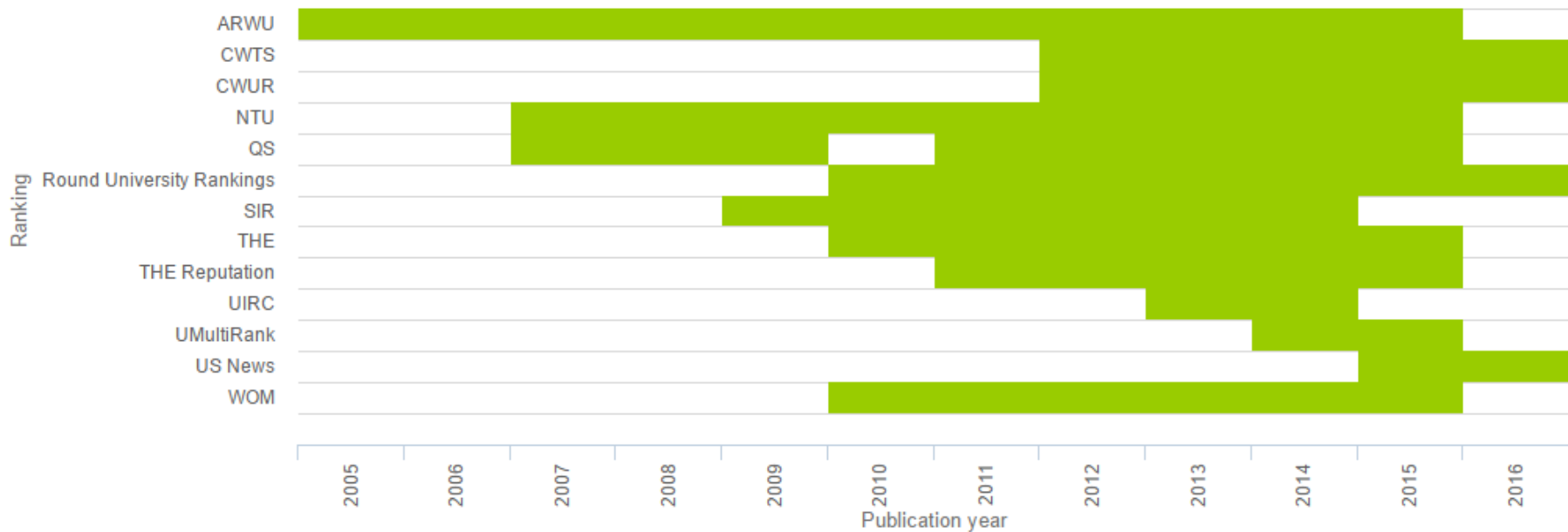
Bronnen

Datamodel

Statistieken

	AllSchoolsRanked	AllUniversitiesRanked
Instituten	929	1.876
Schools	965	-
Programma's	1459	-
Variabelen	450	280
Rankings	31	185
Edities	171	630
Datapunten		
Instituutniveau	(koppeling ➜)	2.380.549
Schoolniveau	53.518	-
Programmaniveau	204.742	-

Dekking: AllSchoolsRanked

Rankings in current database

Dekking: AllUniversitiesRanked

Proces

Dataverzameling & cleaning	Unificatie instituten	Unificatie variabelen	Dataverrijking	Inladen in datamodel

Proces: dataverzameling en -cleaning

- Aangeleverde data is veelal in (wisselende) Excelformaten

- Crawling en scraping

- Punten en komma's

Proces: unificatie instituten

- Spelling van namen: "Erasmus Universiteit Rotterdam" => EUR

ins_label
Naam variant van het instituut
ERASMUS UNIV ROTTERDAM
Erasmus University
Erasmus University of Rotterdam / Erasmus Universi...
Erasmus University Rotterdam
Erasmus University of Rotterdam
Erasmus Universiteit
Rotterdam School of Management, Erasmus University

ins_label
Naam variant van het instituut
King?s College London (University of London)
Kings Coll London
KINGS COLL UNIV LONDON
Kings College London
King#s College London
University of London- King#s College London
King
University of London - King#s College London
University of London King#s College London
Kings College London (KCL)
King_s College London
King's College London
King"s College London
University of London - King_s College London
University of London - King's College London
University of London - King"s College London
University of London King_s College London
University of London- King_s College London
University of London- King's College London
University of London- King"s College London
University of London King's College London
University of London King"s College London
University of London, King_s College London
University of London, King's College London
University of London, King"s College London
University of London
King's College London
King's College London (University of London)
University of London–King_s College London
University of London–King's College London
University of London–King"s College London
King s College London
king's university college at western university

Proces: unificatie programma's

- Bilaterale samenwerking met één penvoerder
- Bilaterale samenwerkingen met eigen programma's (Bradford/Tias, Essec/Mannheim, etc.)
- Multilaterale samenwerkingen met eigen programma's (CEMS, IMMG, …)
- Overige groeperingen (AMBA, EQUIS, PIM, …)
- Fusies/splitsingen/dependances/…

Proces: unificatie variabelen

- Variabele-definities zoveel mogelijk delen tussen rankings en ranking-edities (definitie moet wel exact overeenkomen)

- "Variable_edition" is een voorkomen van een variabele in een specifieke ranking-editie met een bepaald gewicht.

- In veruit de meeste rankings wordt de rank bepaald op basis van een gewogen som over de variabelen:

$$\sum Gewicht_{Variabele} * Waarde_{Variabele}$$

Proces: dataverrijking

- Berekende variabelen: rank_1year_ago, rank_2years_ago, 3-year average, ...

- Transformaties: programme fee van lokale valuta ➔ euro's

- Groeperingen (tiers, subtiers)

- Percentages naar absolute waarden en andersom

- Reverse-engineering van rankingwaarde naar absolute waarde (werkt niet altijd!)

- Z-score (relatieve score binnen variable-edition)

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Proces: metadata

Verzamelde metadata over instituten betreft o.a.:

- Locatie (long/lat)
- Website
- Adres
- Land
- Logo (icon)

Overige metadata:
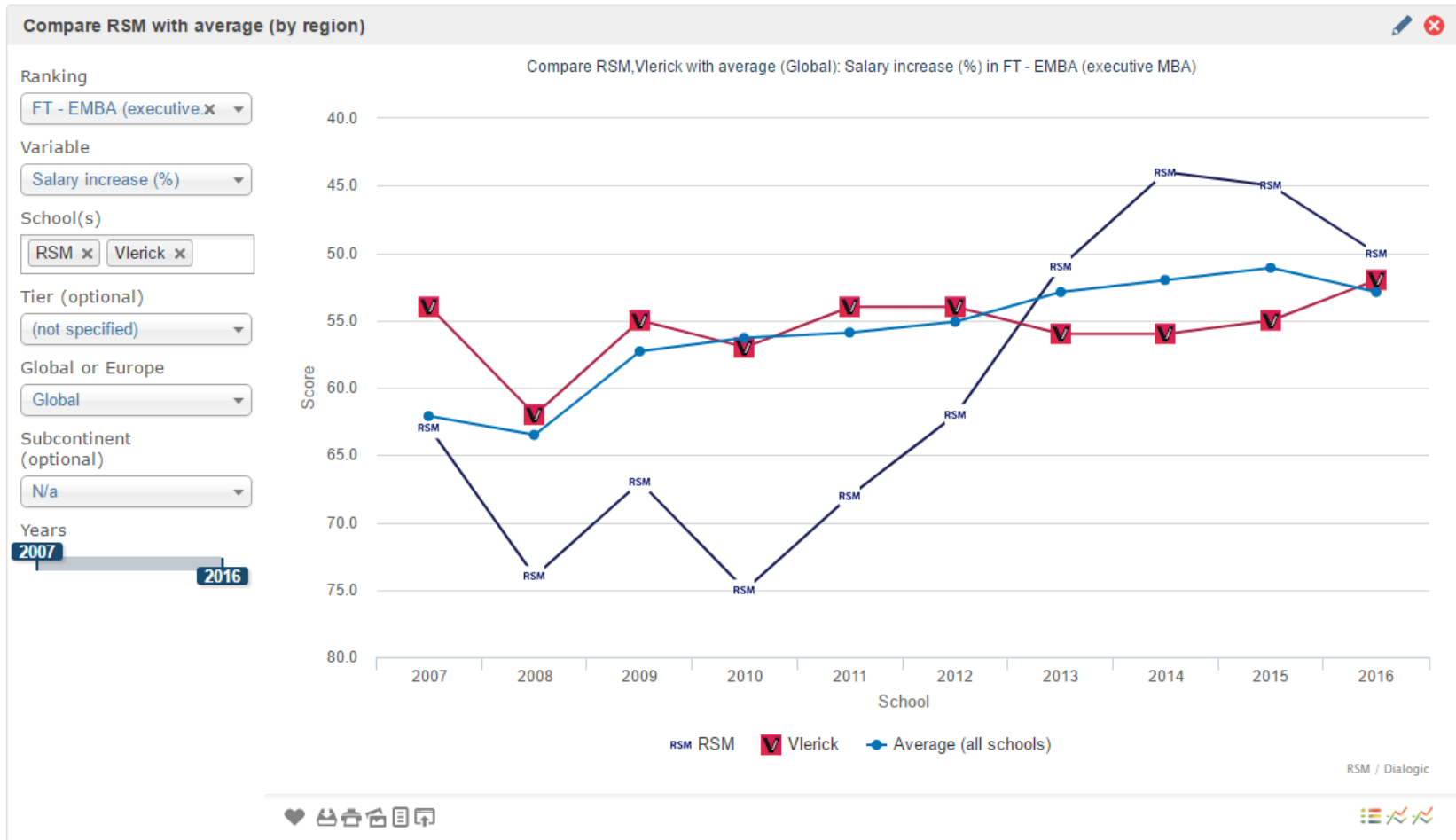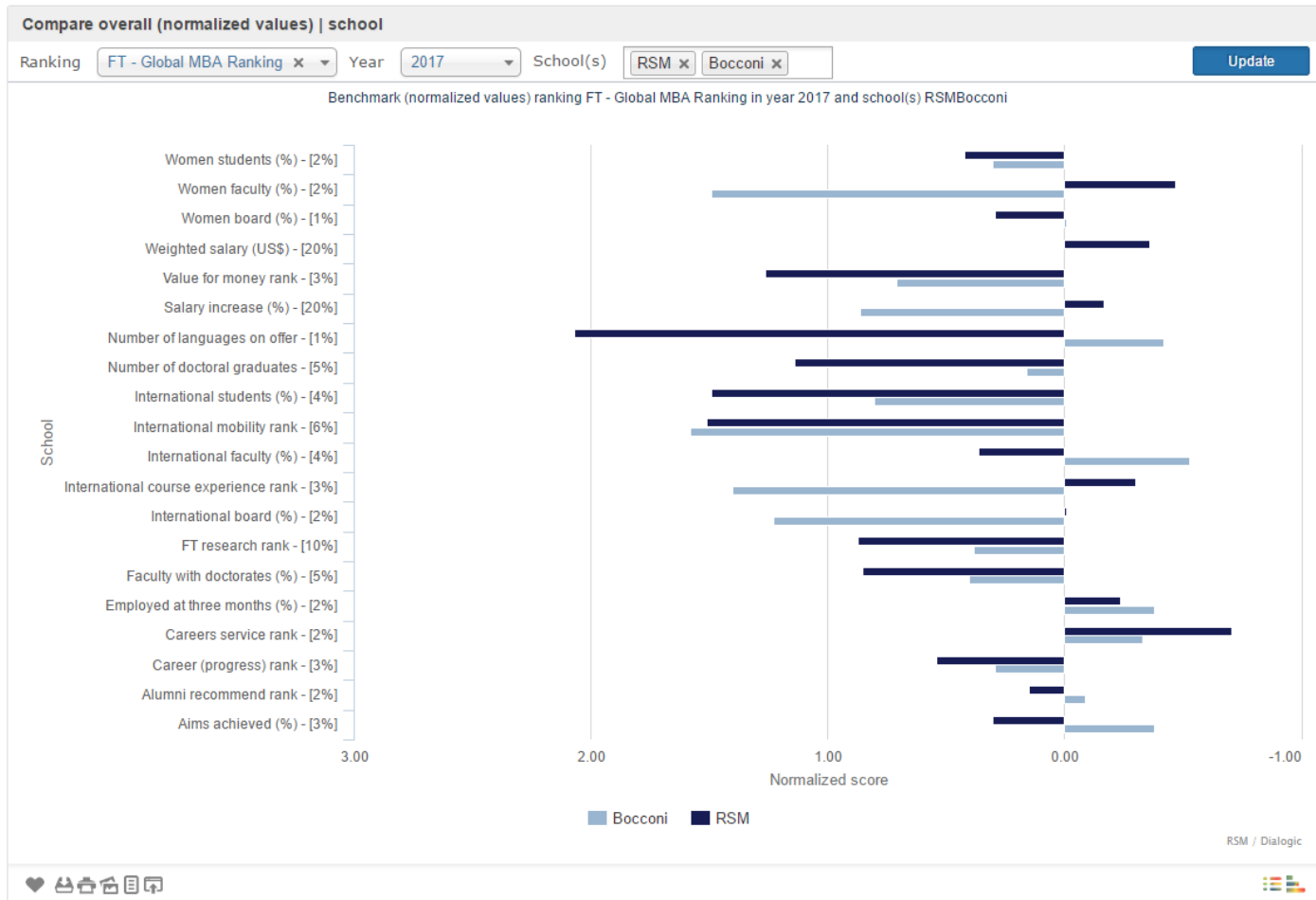- PPP-data landen
- Valutakoersen

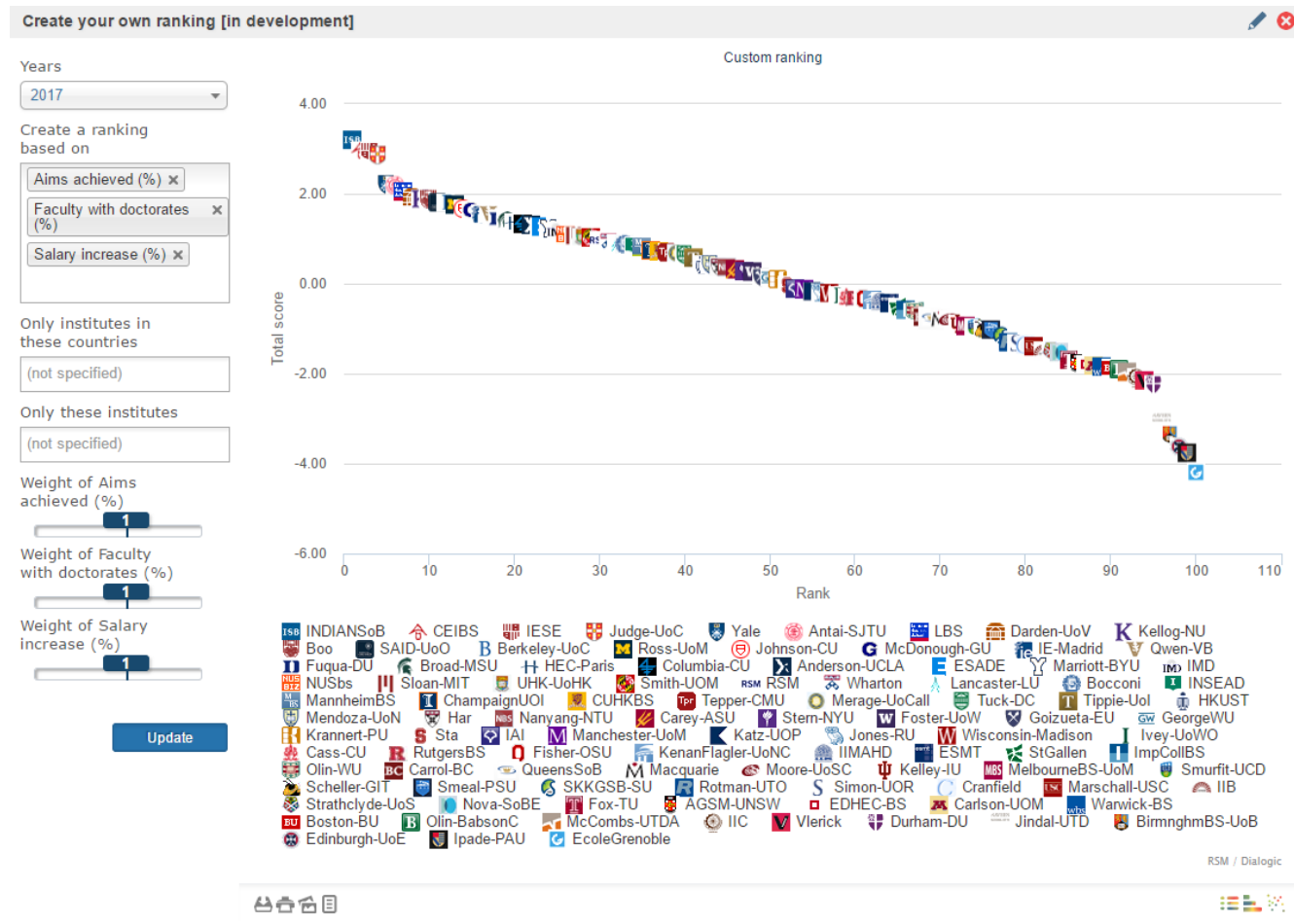# Compare by topic

Compare variable with average   DEMO

DEMO by region

Benchmark school

Create your own ranking

Neighbour analysis

Neighbour analysis | compare variable(s)

Ranking

Economist - Full time ... ▼

Edition

2016 ▼

Compare neighbours on

Student rating of careers ✕
service (out of 5)

Focal school

RSM ▼

Range

5 ▼

Neighbours (places 88 - 98) of RSM (place 93) in Economist - Full time MBA 2016

⇔ School	⇔ Current rank		⇔ Student rating of careers service (out of 5)
StGallen		88	69
Poole NCSU		89	62
BirmnghmBS-UoB		90	71
MonacoIU		91	93
IIMAHD		92	13
RSM		93	100
AudenciaNantes		94	47
CBS		95	76
Weatherhd-CWRU		96	100
LeipzigGSM		97	55
SunYatSen		98	21

Photo finish

Rising stars analysis

Schools ranked more than X places higher

Ranking

FT - Global MBA Rank... ▾

Variable (rank)

Current rank ▾

Optional continent filter

(not specified) ▾

First year

2016 ▾

Second year

2017 ▾

Threshold for number of places

10

Update

Schools ranked more than 10 places higher (2016 vs 2017) in ranking FT - Global MBA Ranking

⇕ School	⇕ 2016	⇕ 2017	⇕ Growth
AGSM-UNSW	66	54	12
Fisher-OSU	75	63	12
IIB	62	49	13
Katz-UOP	98	85	13
Marriott-BYU	80	65	15
MelbourneBS-UoM	87	76	11
Mendoza-UoN	76	60	16
Olin-WU	80	68	12
RSM	42	31	11
SKKGSB-SU	69	54	15

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25

Strategic indicators

Rankings

- Bekendste rankings:
  - ARWU University Ranking (Shang Hai Jao Tong University)
  - Times Higher Education Supplement (THE University Ranking)
  - QS University Ranking (Quacquarelli Symonds)
  - CWUR Center for World University Rankings
  - CWTS Leiden University Ranking
  - U-Multirank

- Rankings gebaseerd op verschillende elementen
  - Metrics & survey informatie
  - Research & educatie informatie
  - Wereldwijd of veldspecifieke informatie

Nederlandse universiteiten scoren zeer goed op ranglijst

Rankings – wat meten ze?

- Wetenschappelijke reputatie
- Resources en omvang universiteit
- Onderwijs
- Carrière perspectief
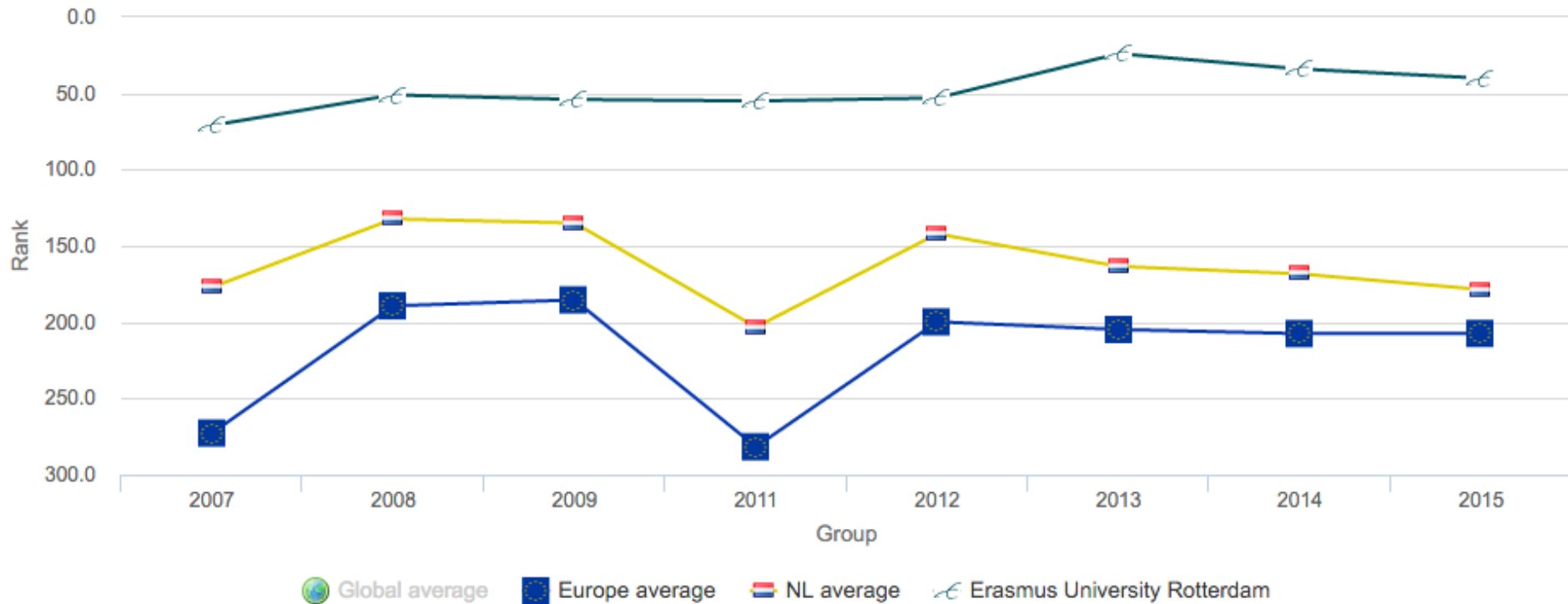- Research output en impact
- Marketing?

Kritiek: appels bij peren optellen

Strategische inzet van rankings

- Gebruik rankings voor het verkrijgen van een beter inzicht en maken van onderbouwde keuzes

- Afgezet tegen de missie van de universiteit
  – Wat voor universiteit willen we zijn?
  – Met wie willen we ons vergelijken?

- Eigen universiteit promoten
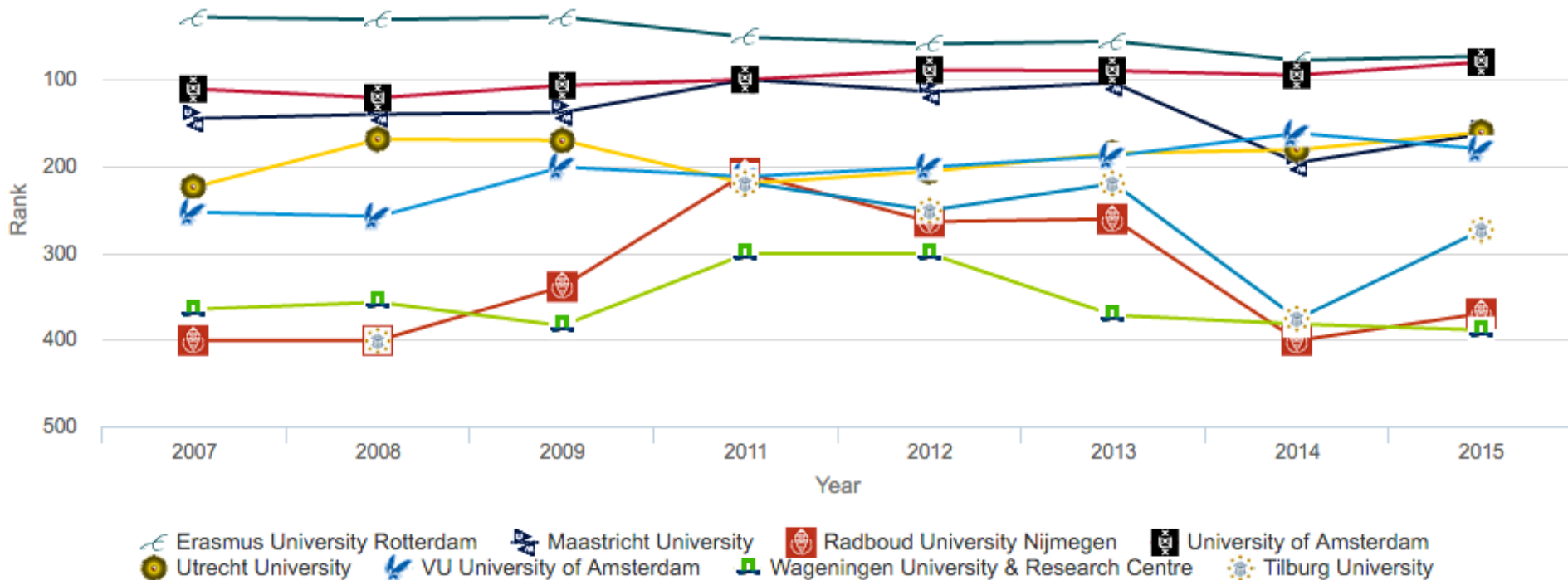
Strategische inzet van rankings

Regional benchmark of Erasmus University Rotterdam, variable 'current rank' in ranking QS (All subjects, Social sciences and management)

Global average   Europe average   NL average   Erasmus University Rotterdam

Erasmus University Rotterdam / Dialogic

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30

Strategische inzet van rankings

Variable 'Employer reputation rank' in QS Ranking (All subjects, All sciences)
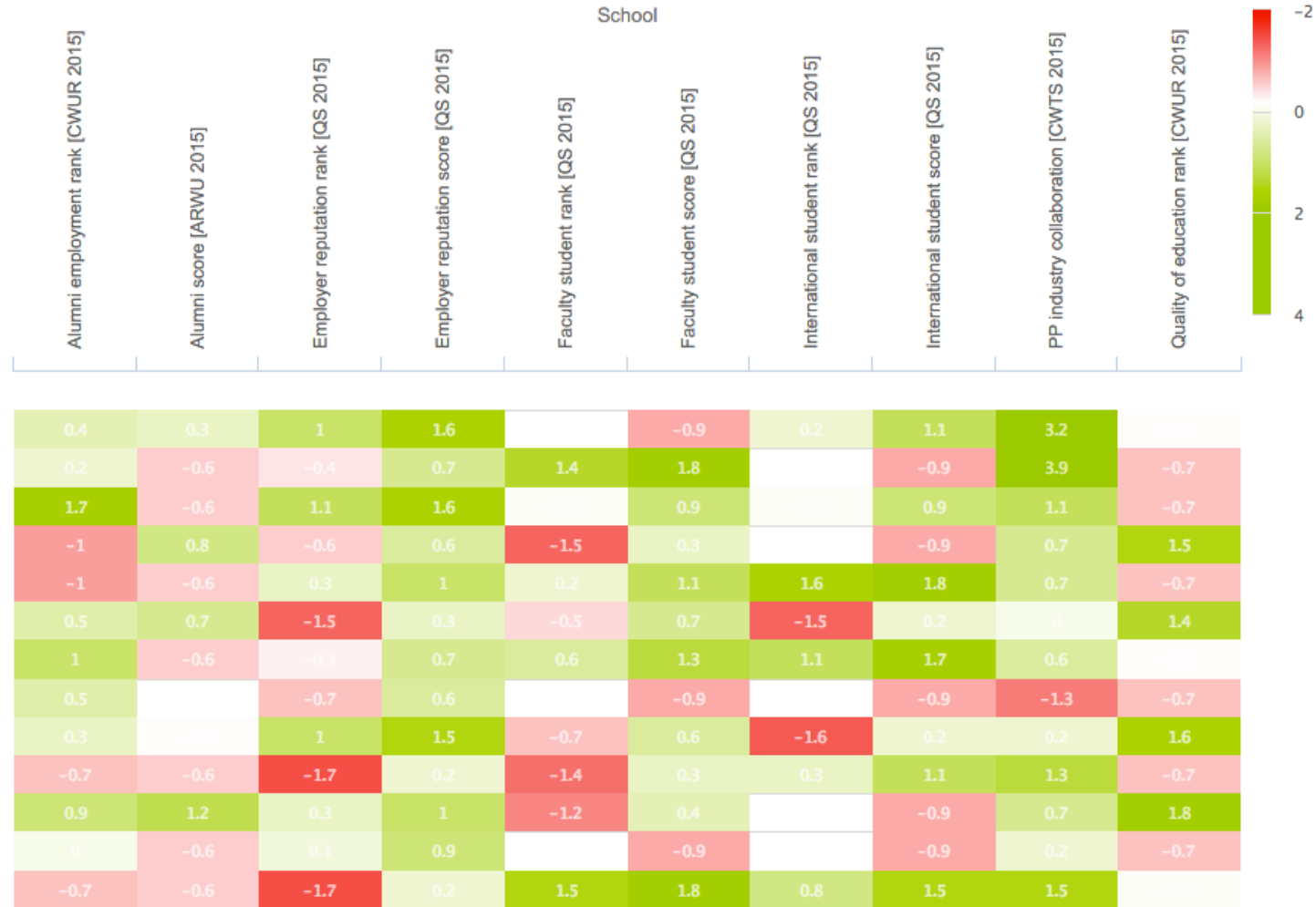
Erasmus University Rotterdam / Dialogic

Strategische inzet van rankings

Normalized scores for strategic indicator Quality of Education) of (All subjects, All sciences) in 2015

Erasmus University Rotterdam / Dialogic

Hoe zouden jullie rankingdata willen gebruiken?

V & A

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ARWU University Ranking
Indicators and Weights for ARWU

Criteria	Indicator	Code	Weight
Quality of Education	Alumni of an institution winning Nobel Prizes and Fields Medals	Alumni	10%
Quality of Faculty	Staff of an institution winning Nobel Prizes and Fields Medals	Award	20%
	Highly cited researchers in 21 broad subject categories	HiCi	20%
Research Output	Papers published in Nature and Science*	N&S	20%
	Papers indexed in Science Citation Index-expanded and Social Science Citation Index	PUB	20%
Per Capita Performance	Per capita academic performance of an institution	PCP	10%
Total			100%

*For institutions specialized in humanities and social sciences such as London School of Economics, N&S is not considered, and the weight of N&S is relocated to other indicators.

Times Higher Education (THE) University Ranking

CWUR

- 1) **Quality of Education**, measured by the number of a university's alumni who have won major international awards, prizes, and medals relative to the university's size [25%]
2) **Alumni Employment**, measured by the number of a university's alumni who have held CEO positions at the world's top companies relative to the university's size [25%]
3) **Quality of Faculty**, measured by the number of academics who have won major international awards, prizes, and medals [25%]
4) **Publications**, measured by the number of research papers appearing in reputable journals [5%]
5) **Influence**, measured by the number of research papers appearing in highly-influential journals [5%]
6) **Citations**, measured by the number of highly-cited research papers [5%]
7) **Broad Impact**, measured by the university's h-index [5%]
8) **Patents**, measured by the number of international patent filings [5%]

QS University Ranking

- The primary aim of the QS World University Rankings is to **help students make informed comparisons** between their international study options.

- Since first being compiled in 2004, the rankings have expanded to feature **more than 800 universities** around the world, with far more (over 3,000) assessed.

- The top **400 universities are given individual ranking positions**, and after this universities are placed within a group, starting from 401-410, up to 701+.

QS Ranking

U-Multirank design principles

- Rankings should be based on interests and priorities of its users: *the principle of user-drivenness*
- Higher education and research institutions are predominantly multi-purpose: *the principle of multi-dimensionality*
- Higher education and research institutions are generally combinations of different faculties, departments, and programs and show internal diversity: *the principle of multi-levelness*
- Rankings are only useful if institutions/ programs are compared that are sufficiently similar: *the principle of comparability*
- The instrument should refrain from methodological mistakes: *the principle of methodological soundness*

CWTS Leiden Ranking

Leiden University | CWTS | CWTS B.V. | Other CWTS sites ▾

CWTS Leiden Ranking 2015

The CWTS Leiden Ranking 2015 offers key insights into the scientific performance of 750 major universities worldwide. A sophisticated set of bibliometric indicators provides statistics on the scientific impact of universities and on universities' involvement in scientific collaboration. The CWTS Leiden Ranking 2015 is based on Web of Science indexed publications from the period 2010–2013.

Main internationalization elements of the LR:

- Based on '**core**' WoS publications

- **842** universities have been selected for inclusion in the 2016 edition

- **Normalized indicators** at the world level

Differe

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improvements have been made to the presentation of the ranking. Size-dependent indicators are presented in a more prominent way, and it is possible to obtain a convenient one-page overview of all bibliometric statistics for a particular university.

to the Leiden ewsletter

CWTS Leiden Ranking 2015

Size-independent ranking	**Size-dependent ranking**
In this ranking the performance of a university does not depend on the size of its publication output	In this ranking universities with a larger publication output generally perform better than universities with a smaller publication output

Select field and region/country

Field: All sciences ▾

Region: All regions ▾

Country: All countries ▾

Select indicators

Type of indicators: Impact ▾ (?)

Ranking indicator: PP(top 10%) ▾ (?)

▾ Advanced parameters

Important characteristics:

- User driven: users must make their choices
- Two dimensions: size-dependent and size-independent
- Highly-cited publications used for ranking (and collaboration)
- Other indicators: collaboration, MNCS, etc.
- Reliability indication: stability intervals

14	Univ Texas - Southwestern Med Ctr	🇺🇸	4235	18.4%	
15	Ecole Polytech Fed Lausanne	🇨🇭	5015	18.2%	
16	Univ Calif - San Diego	🇺🇸	11707	18.1%	