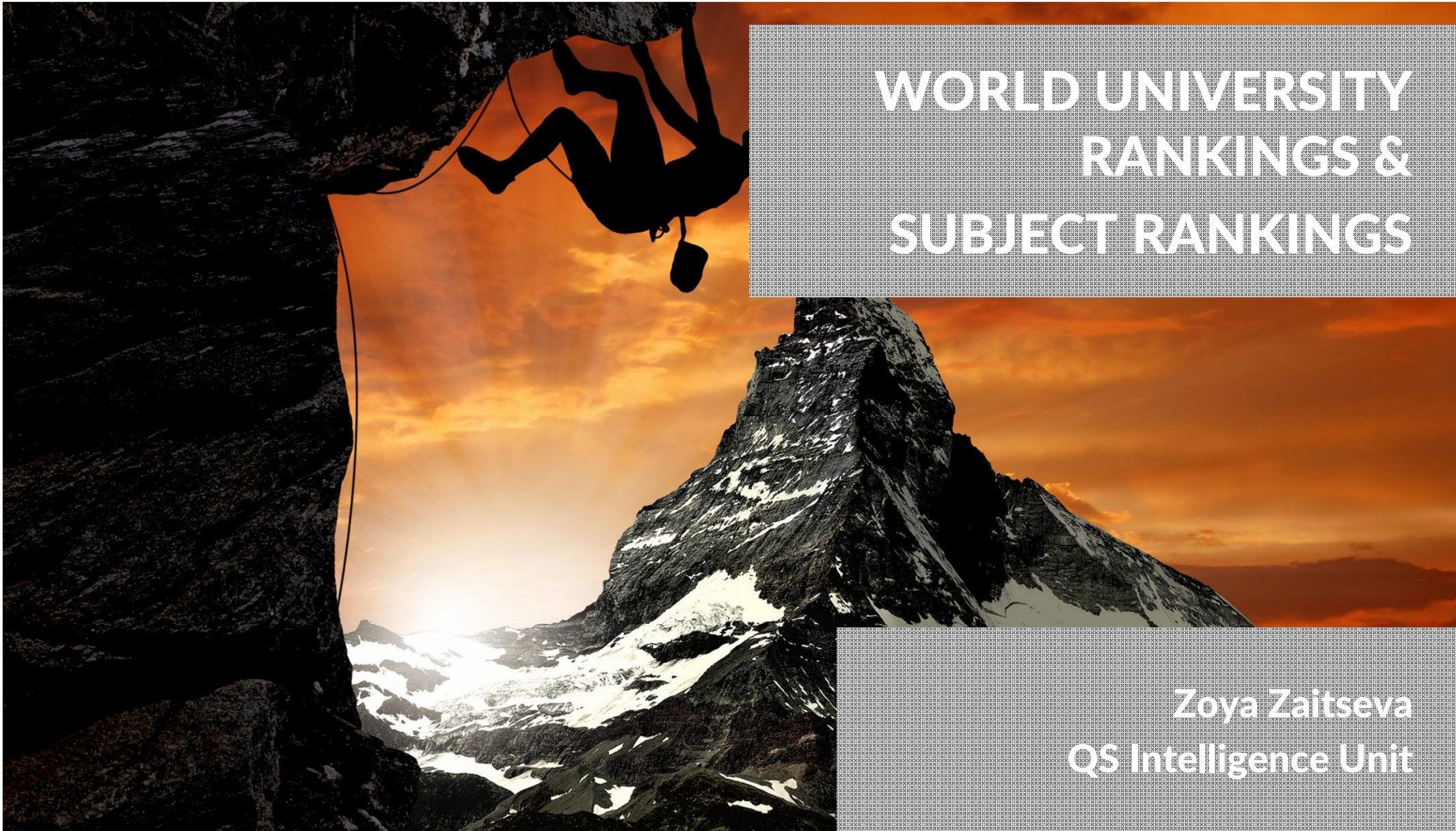


RANKINGS &

WORLD UNIVERSITY  
RANKINGS &  
SUBJECT RANKINGS

Zoya Zaitseva  
QS Intelligence Unit



To enable

**MOTIVATED  
PEOPLE**

around the



to achieve their

**POTENTIAL**



by fostering

**INTERNATIONAL  
MOBILITY**

**EDUCATIONAL  
ACHIEVEMENT**

and

**CAREER  
DEVELOPMENT**

# QS WORLD UNIVERSITY RANKINGS 2015



OVER  
**3,500**  
UNIVERSITIES  
CONSIDERED

OVER  
**40m**  
DIRECT WEB  
VISITORS

OVER  
**100m**  
TOTAL WEB  
VISITORS

OVER  
**890**  
UNIVERSITIES  
RANKED

COVERED IN  
**500+**  
MAJOR MEDIA  
OUTLETS

OVER  
**120k**  
SURVEY  
RESPONSES

USED BY  
**9**  
NATIONAL  
GOVERNMENTS

RUN FOR  
**10**  
YEARS IN  
2014

OVER  
**30**  
ACADEMIC  
ADVISORS

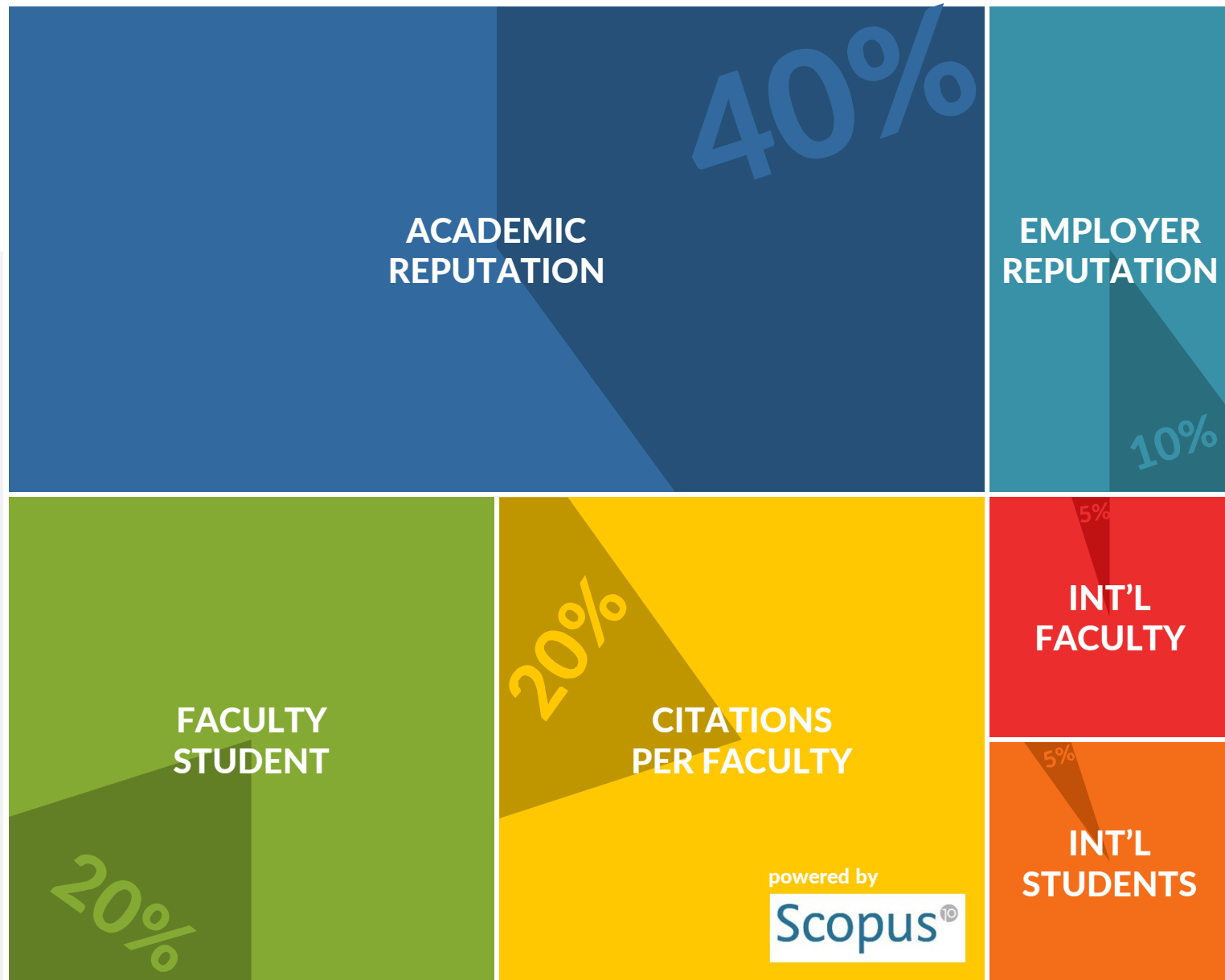
LED BY  
**50+**  
YEARS' RANKING  
EXPERIENCE

JUST  
**28**  
NEW ENTRIES IN  
2015

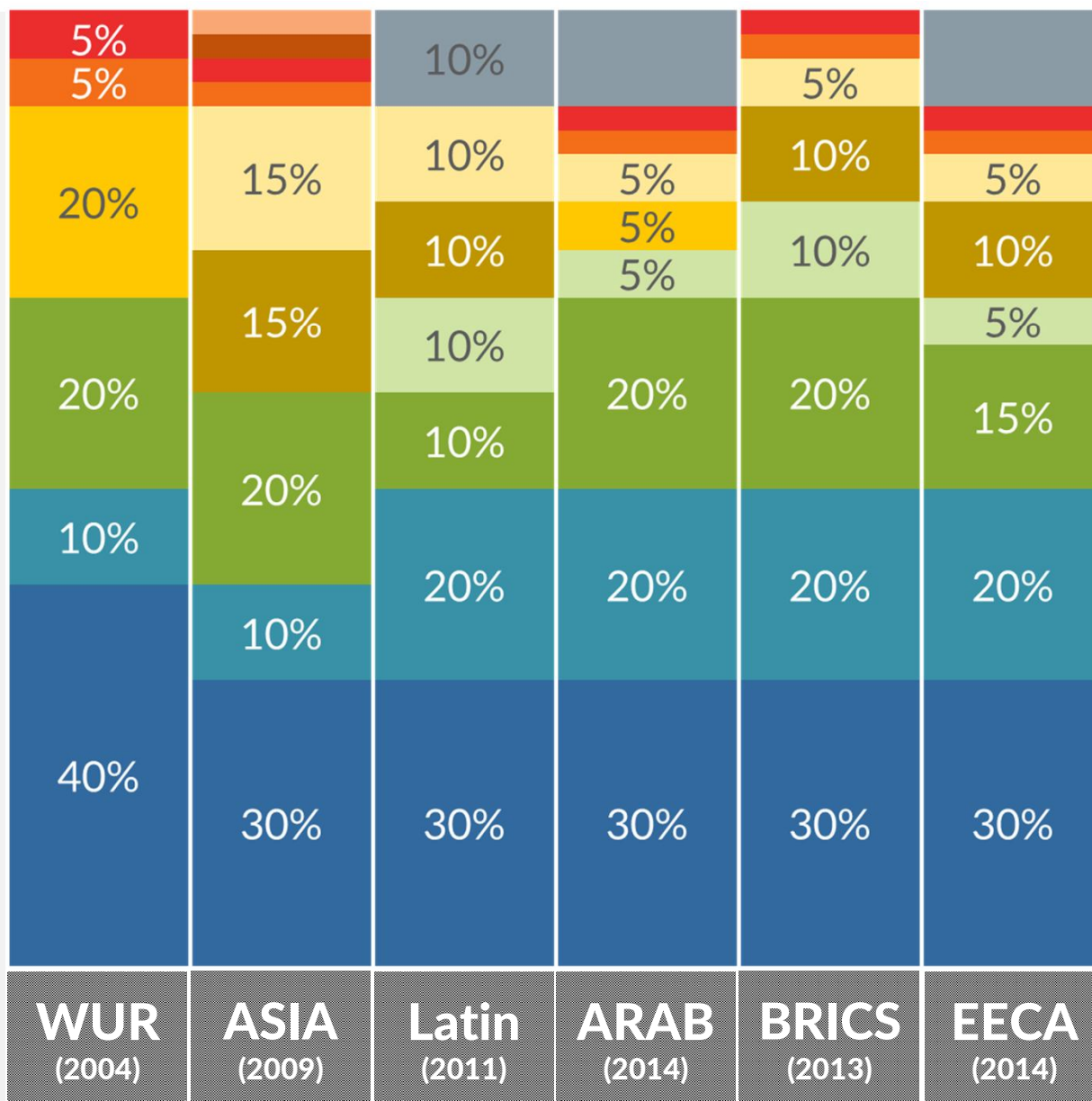
**21**  
RUSSIAN  
UNIVERSITIES



- Consistent, simple methodology
- Stable results
- Discipline independent
- Language independent
- Low dependence on self-reporting



# COMPARING METHODOLOGIES



- Web Impact
- Outbound Exchange Students
- Inbound Exchange Students
- International Students
- International Faculty
- Citations per Paper
- Papers per Faculty
- Citations per Faculty
- Staff with PhD
- Faculty Student
- Employer Reputation
- Academic Reputation

# SUBJECT SENSITIVE WEIGHTINGS

	ACADEMIC	EMPLOYER	CITATIONS	H
<b>ARTS &amp; HUMANITIES</b>				
ARCHAEOLOGY				
ARCHITECTURE				
ART & DESIGN				
ENGLISH				
HISTORY				
LINGUISTICS				
LANGUAGES				
PERFORMING ARTS				
PHILOSOPHY				
<b>ENGINEERING &amp; TECHNOLOGY</b>				
COMPUTER SCIENCE				
CHEMICAL ENGINEERING				
CIVIL ENGINEERING				
ELECTRICAL ENGINEERING				
MECHANICAL ENGINEERING				
MINING ENGINEERING				
<b>LIFE SCIENCES &amp; MEDICINE</b>				
AGRICULTURE				
BIOLOGY				
DENTISTRY				
MEDICINE				
NURSING				
PHARMACY				
PSYCHOLOGY				
VETERINARY SCIENCE				
<b>NATURAL SCIENCES</b>				
CHEMISTRY				
EARTH SCIENCES				
ENVIRONMENTAL SCIENCES				
GEOGRAPHY				
MATHEMATICS				
MATERIALS SCIENCE				
PHYSICS				
<b>SOCIAL SCIENCES &amp; MANAGEMENT</b>				
ACCOUNTING & FINANCE				
ANTHROPOLOGY				
BUSINESS				
COMMUNICATION				
DEVELOPMENT STUDIES				
ECONOMICS				
EDUCATION				
LAW				
POLITICS				
SOCIAL POLICY				
SOCIOLOGY				
STATISTICS				

NEW

NEW

NEW

NEW

NEW

NEW

FACULTY AREA  
NORMALIZATION

REMOVED  
SUPERFLUOUS  
SCOPUS  
CONTENT TYPES

ADDED 28 NEW  
UNIVERSITIES

INTRODUCED  
AFFILIATION  
CUP FOR PAPERS

EXTENDED  
SURVEY  
WINDOWS TO  
FIVE YEARS

# WHAT'S NEW IN 2015?

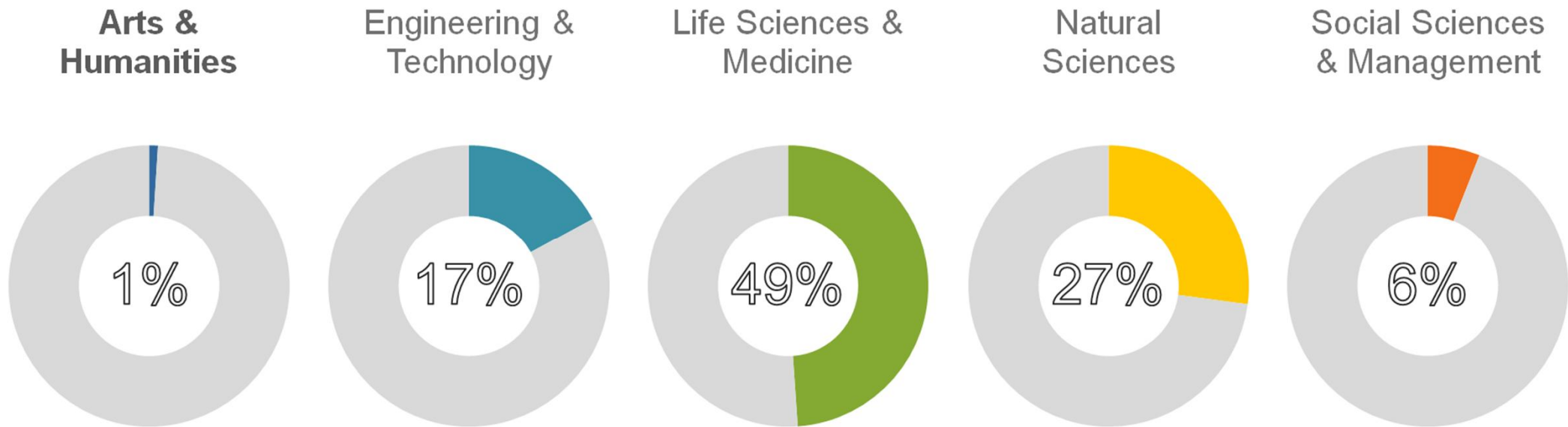
## AFFILIATION CAP

**Affiliation cap - discarding any paper with more than a given number of affiliations.**

**We apply a variable cap at the first whole number above 99.9% of all research in the given field, eliminating less than 0.1% of all papers.**



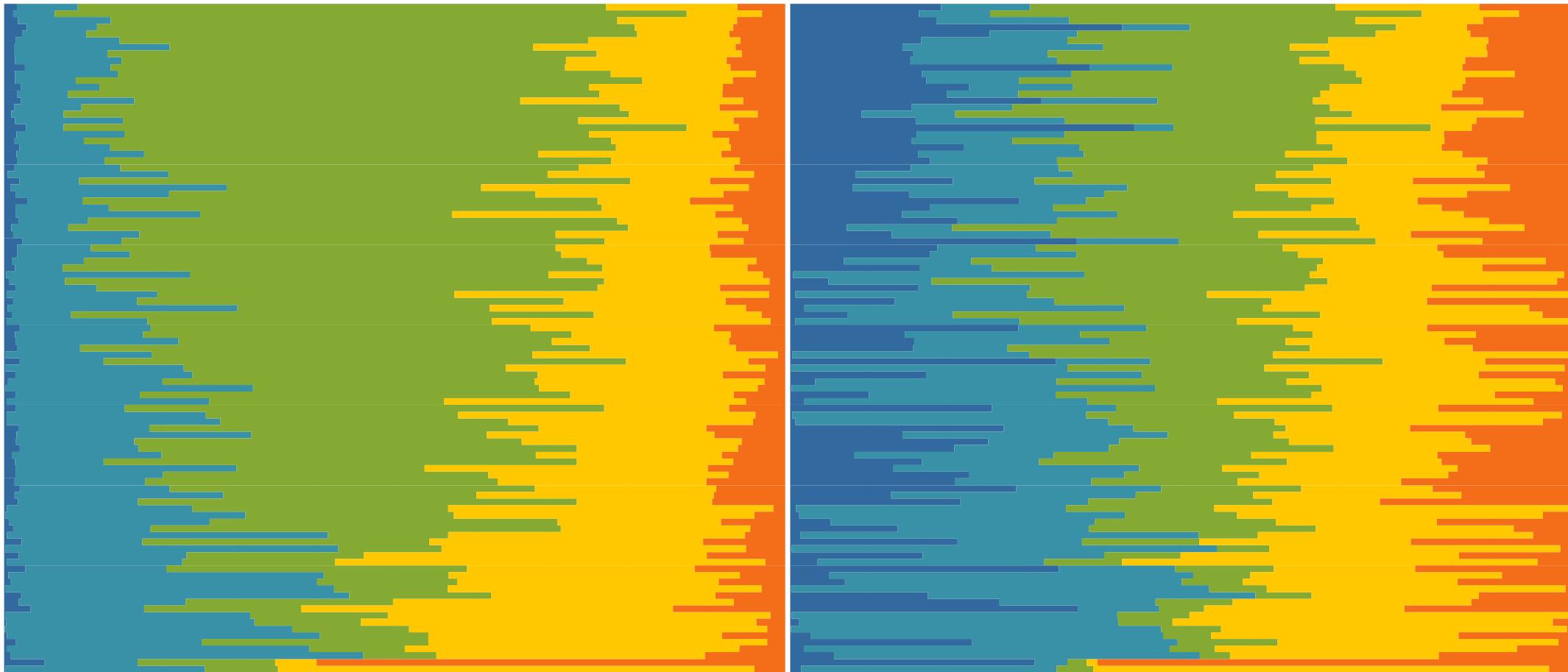
# WHERE DO CITATIONS COME FROM?



The average distribution of citations across faculty areas for QS mapped institutions in Scopus (2010-2014)

# BEFORE

# AFTER



ARTS & HUMANITIES

ENGINEERING & TECHNOLOGY

LIFE SCIENCES & MEDICINE

NATURAL SCIENCES

SOCIAL SCIENCES & MANAGEMENT

# THE TECHNICAL BIT

$$NTCC \equiv \frac{n}{n_{fa}} \sum_{f=1}^5 C_f w_f a_f$$

$$w_f \equiv \frac{n_{fa}}{5x_f}$$

$$a_{ah,ss} \equiv \frac{r_f - r_{fmin}}{1 - r_{fmin}}$$

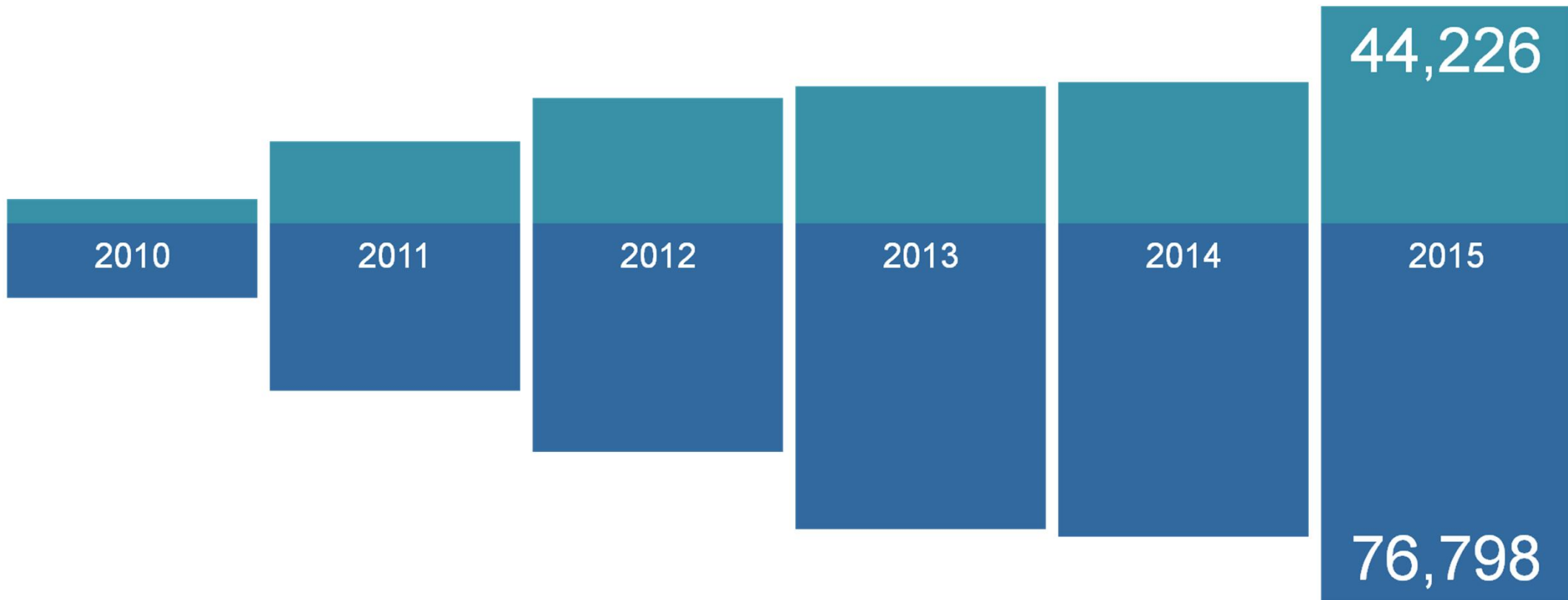
$$r_{ah,ss} \equiv \min \left\{ \frac{p_f}{p_{fmax}} \mid 1 \right\}$$

$$a_{et,ls,ns} \equiv \frac{5 - (a_{ah} + a_{ss})}{3}$$

- $n$  = total citation count prior to normalization
- $n_{fa}$  = sum of total citation count across the five faculty areas
- $C_f$  = count of citations for the given faculty area for the institution in question
- $w_f$  = weighting factor for the given faculty area
- $a_f$  = weighting adjustment for given faculty area
- $x_f$  = count of citations for the given faculty area
- $r_f$  = ratio of a country's papers in the faculty area to the most productive country in the faculty area, in relative terms
- $r_{fmin}$  = the lowest value of  $r_f$  across all countries
- $f$  = current faculty area, which can be one of:
  - $ah$  = Arts & Humanities
  - $et$  = Engineering & Technology
  - $ls$  = Life Sciences & Medicine
  - $ns$  = Natural Sciences
  - $ss$  = Social Sciences & Management
- $p_f$  = mean proportion of papers from the faculty area for the institution's home country
- $p_{fmax}$  = the maximum value of  $p_f$  where the paper count in that faculty area for the given country exceeds the global average

# SURVEY MEASURES EXTENDED TO 5 YEARS

## EMPLOYER



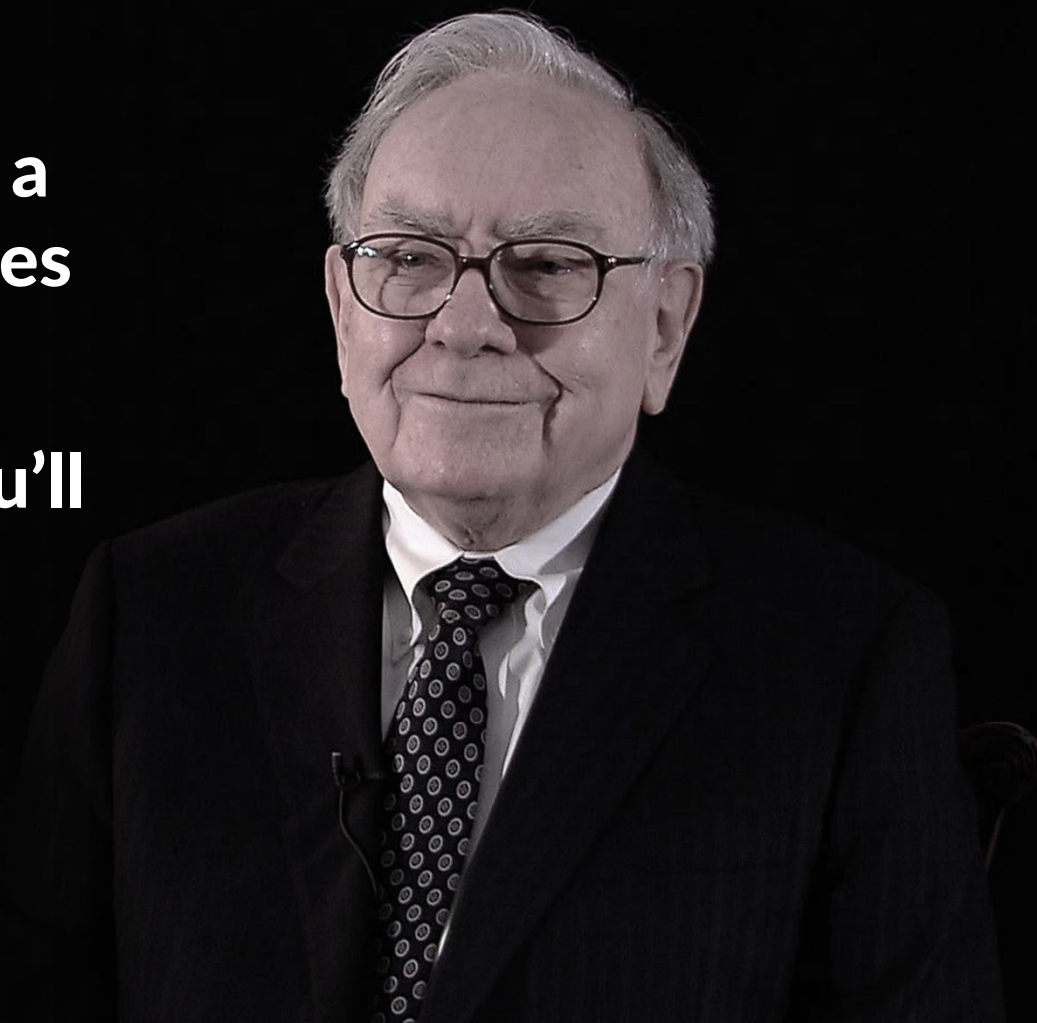
## ACADEMIC



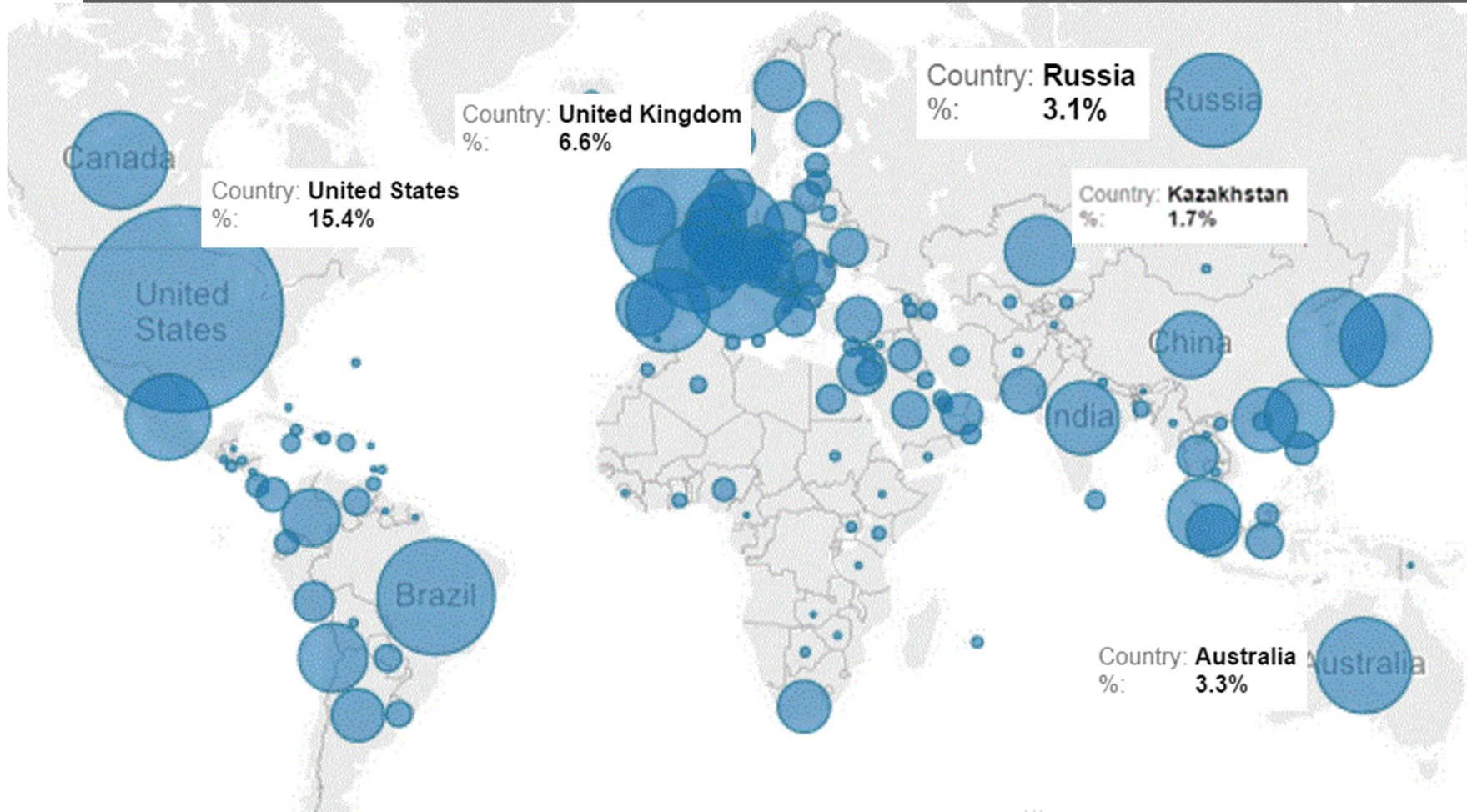
**It takes 20 years to build a reputation and five minutes to ruin it.**

**If you think about that you'll do things differently.**

**Warren Buffett**

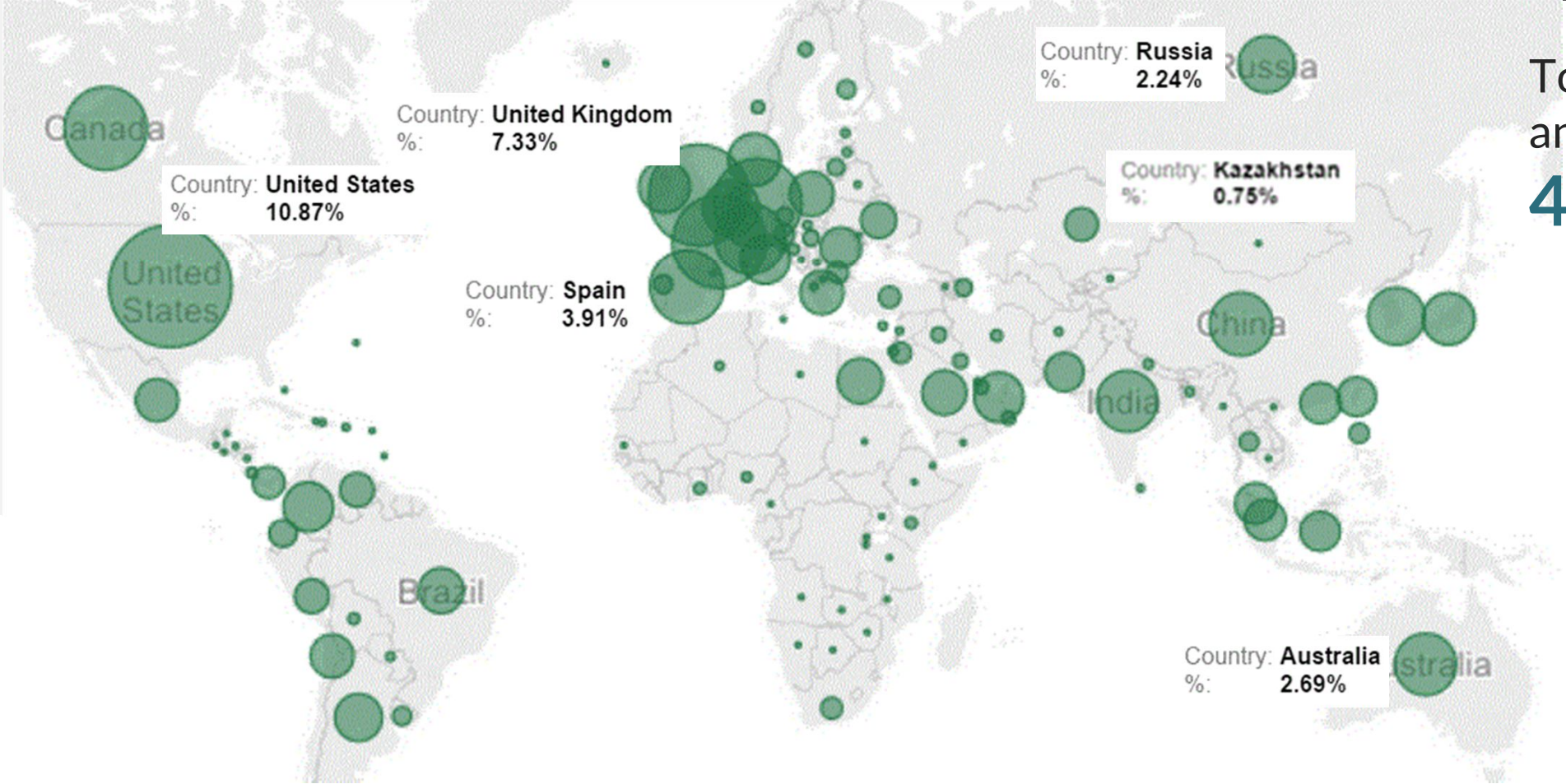


# WORKING WITH EXPERTS: ACADEMIC COMMUNITY



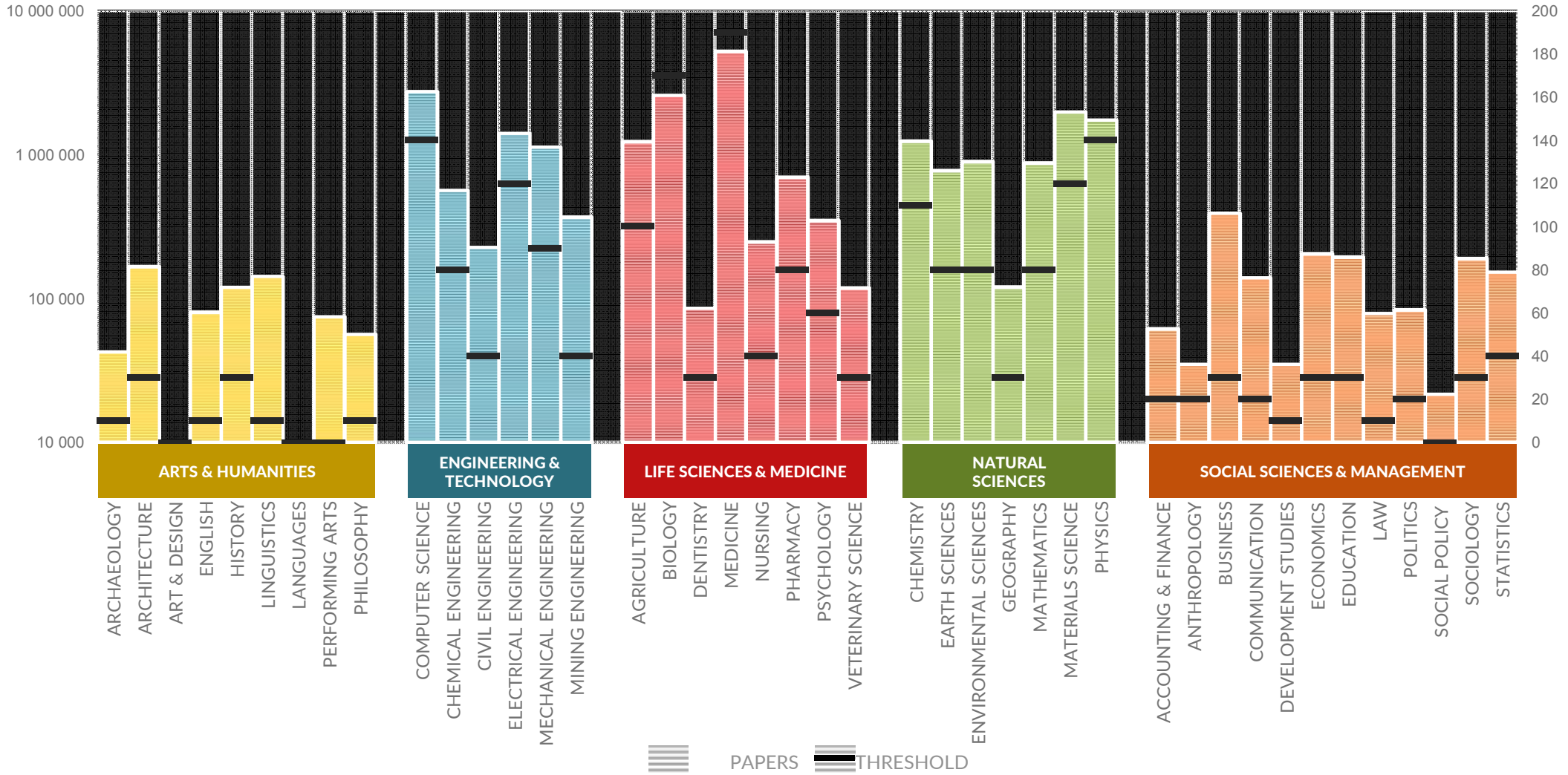
Total answers:  
**76,798**

# WORKING WITH EXPERTS: EMPLOYERS



Total answers:  
**44,226**

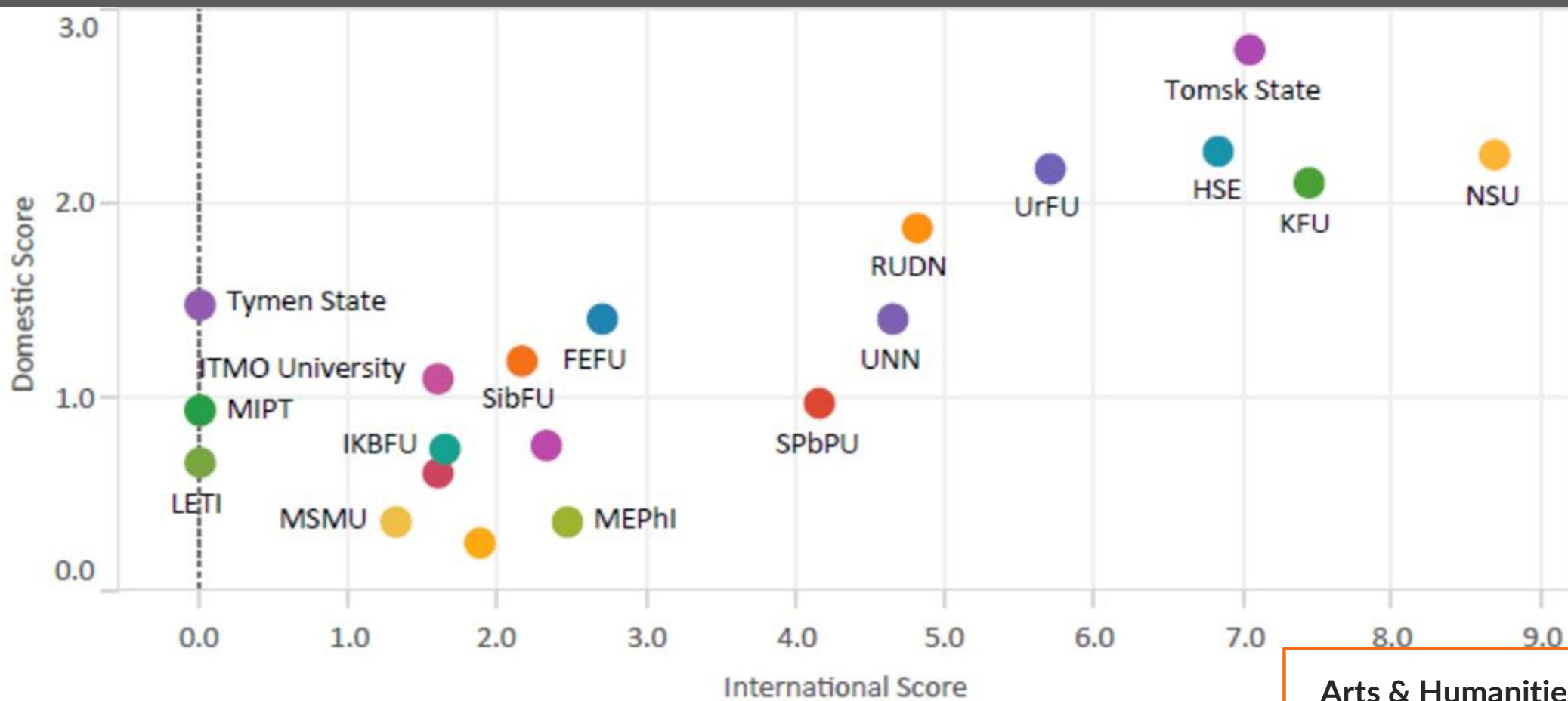
# PAPERS & THRESHOLDS

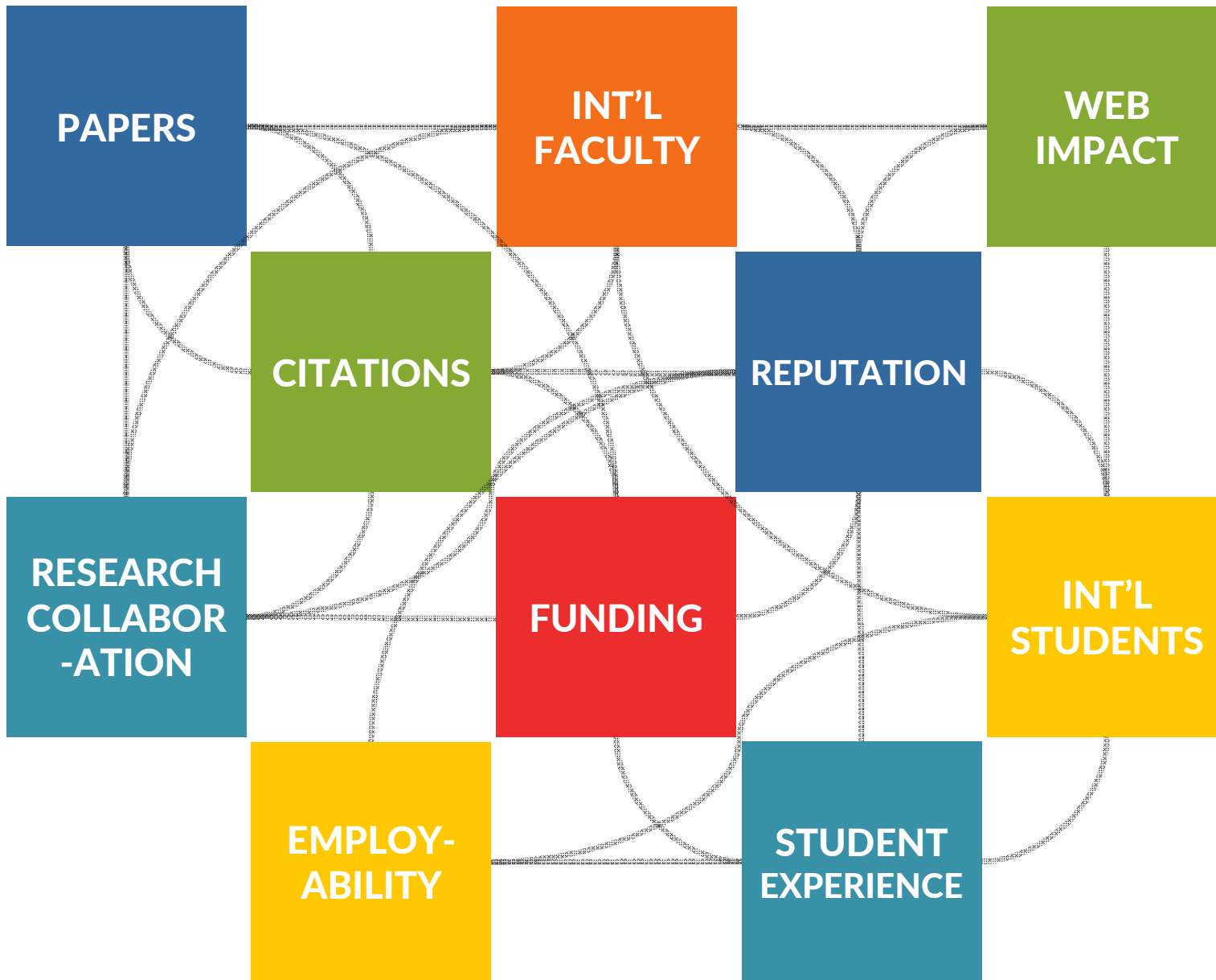




# ACADEMIC REPUTATION BY FACULTY AREA – 2015

## 5-100 PARTICIPANTS





“

**Never forget what you are. The rest of the world will not. Wear it like armour and it can never be used to hurt you.**

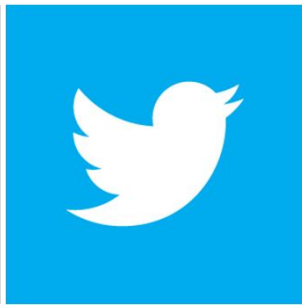
Tyrion Lannister

GAME OF THRONES





[topuniversities.com](http://topuniversities.com)  
[iu.qs.com](http://iu.qs.com)



[@worlduniranking](https://twitter.com/worlduniranking)



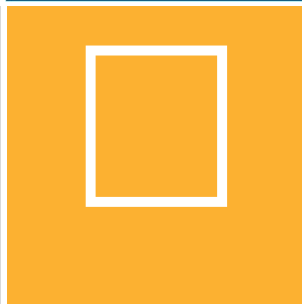
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THANK YOU!