

THE World Reputation Ranking 2025

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In this session

- THE Global Academic Reputation Survey
- New ranking methodology
 - Vote scoring
 - Pairwise comparison 
 - Voter diversity 
- Results

Our rankings

RESEARCH



Focus: research output, research quality, research collaboration, reputation + more

Participation rules: 1,000+ publications over 5 years, teach undergraduates across a range of subjects

IMPACT & SUSTAINABILITY



Focus: research, teaching, stewardship and outreach against the UN's 17 Sustainable Development Goals

Participation rules: all undergraduate or postgraduate higher education institutions

Introduction to the survey

Methodology

- Invitees are selected by Times Higher Education. Strictly invitation-only. Universities cannot make nominations or supply contact lists, and individuals cannot nominate themselves for participation.
- Survey is sent to active academics.
- The results are benchmarked using an independent dataset. This is to ensure the ranking is representative of the global distribution of scholars, both by country and subject.





Methodology

- Scholars are questioned at the level of their specific subject discipline and are asked to name up to 15 universities that they believe are the best in research and teaching. Voting is unordered.
- Respondents are also asked to rank five universities presented to them.
- We also ask about demographics and the rationale behind why people vote the way they do.
- Translated into 12 languages.

Methodology

- Self-voting is capped at 10%.
- This year we have introduced an additional measure to reduce high vote concentrations at the institution level.

Survey questions





The best research universities in the world

Please choose up to 15 institutions in the world (in any order and from any country) that you regard as producing the best research within your subject area. Please only think about research for this question.

Please begin typing and you will be presented with suggested responses. If you cannot find the institution you would like to select in the list, please continue making your other selections from the list. You will then have opportunity to enter any unlisted institutions later on in the survey.

If you want to choose fewer than the requested number of institutions, please click the next button after you have made all the selections you want.

PreviousPauseNext



For how many years have you been actively involved in research?

Please select one option only

☐ 5 years or less

☐ 6-10 years

☐ 11-15 years

☐ 16-20 years

☐ 21-35 years

☐ 36-49 years

☐ 50 years or more

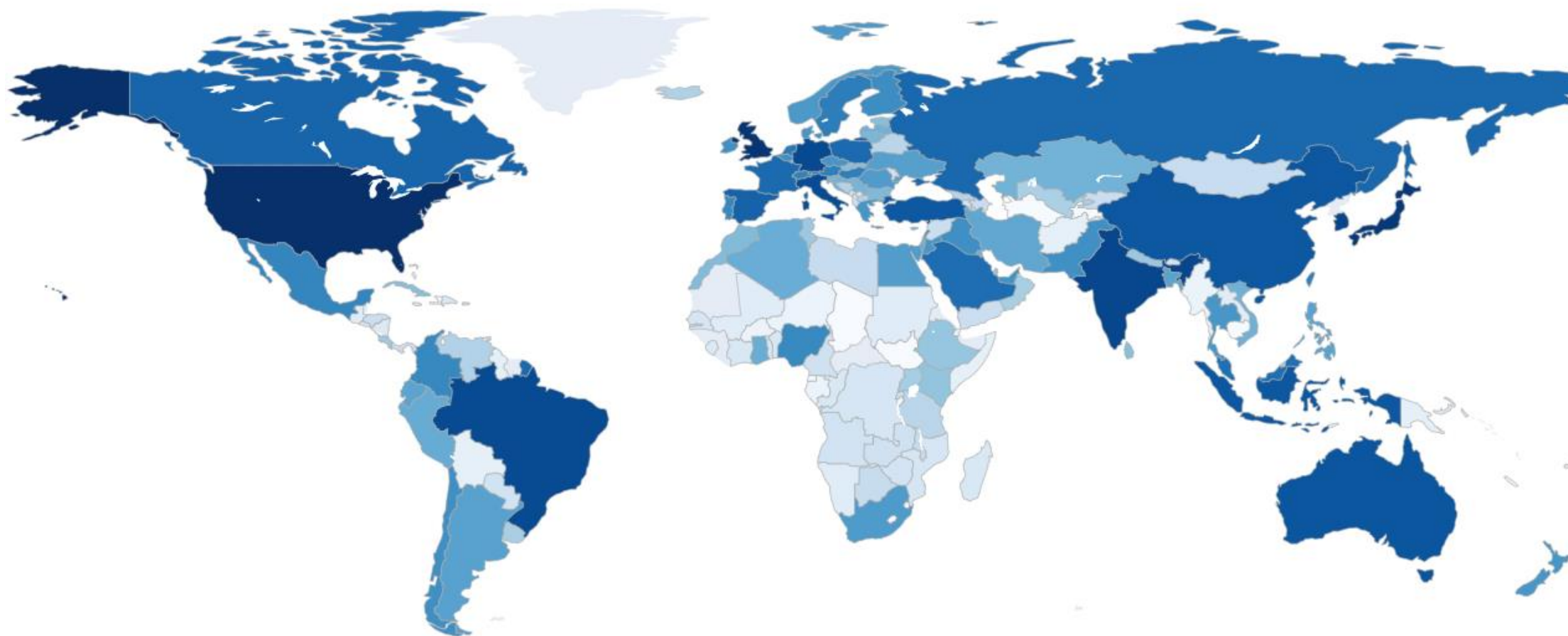
☐ Prefer not to say

PreviousPauseNext

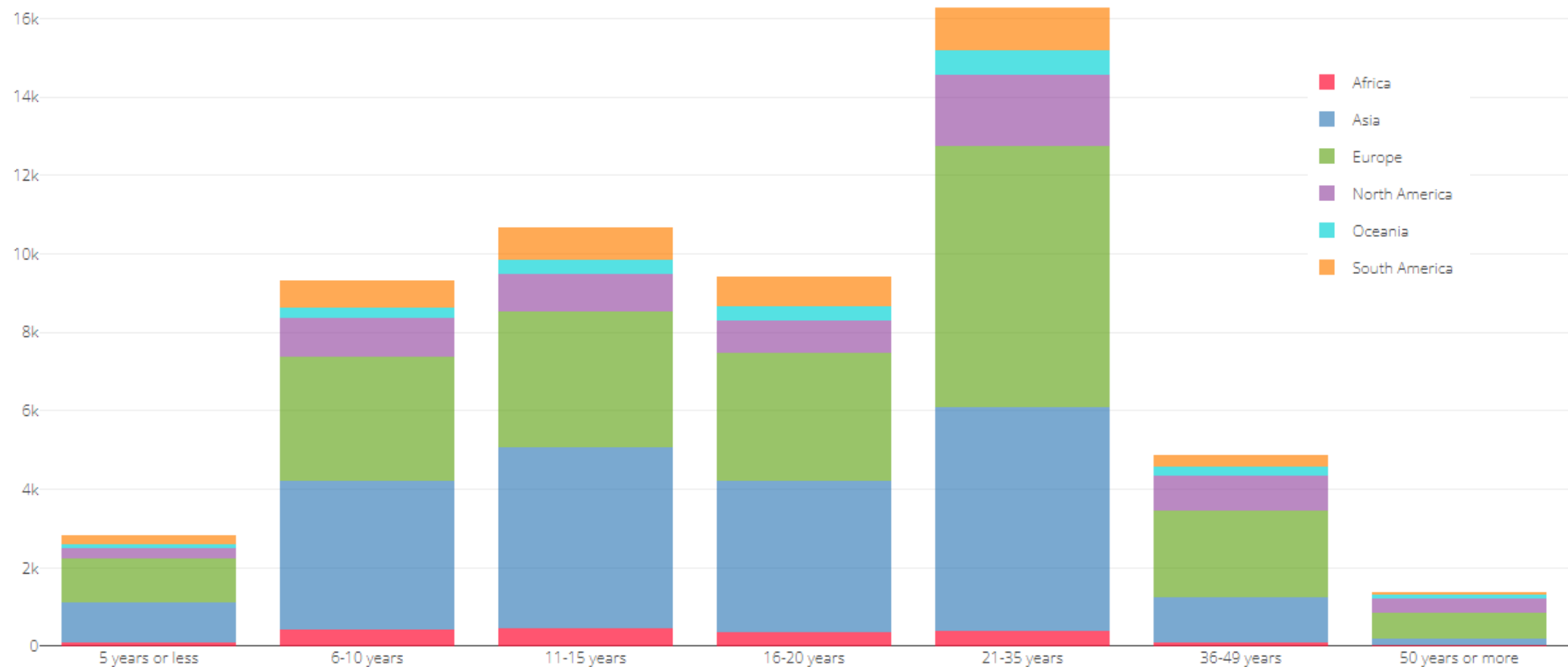
Survey comparison YoY

	2021 (Elsevier)	2022	2023	2024	3-year change
Respondents	10,963	29,606	38,796	55,689	+408%
Ranking votes	149,536	420,204	524,305	764,379	+411%
Countries participating	128	159	166	193	
Response rate	1.6%	1.8%	1.8%	1.7%	

Country participation in the 2024 survey



Participants are experienced academics



New methodology

Past issues

- How do we reduce the vote attenuation from top to bottom?
- How can we encourage recognition outside of the top brands?
- Which additional measures (aside from counting votes) can we employ to evaluate reputation?

Scoring the votes

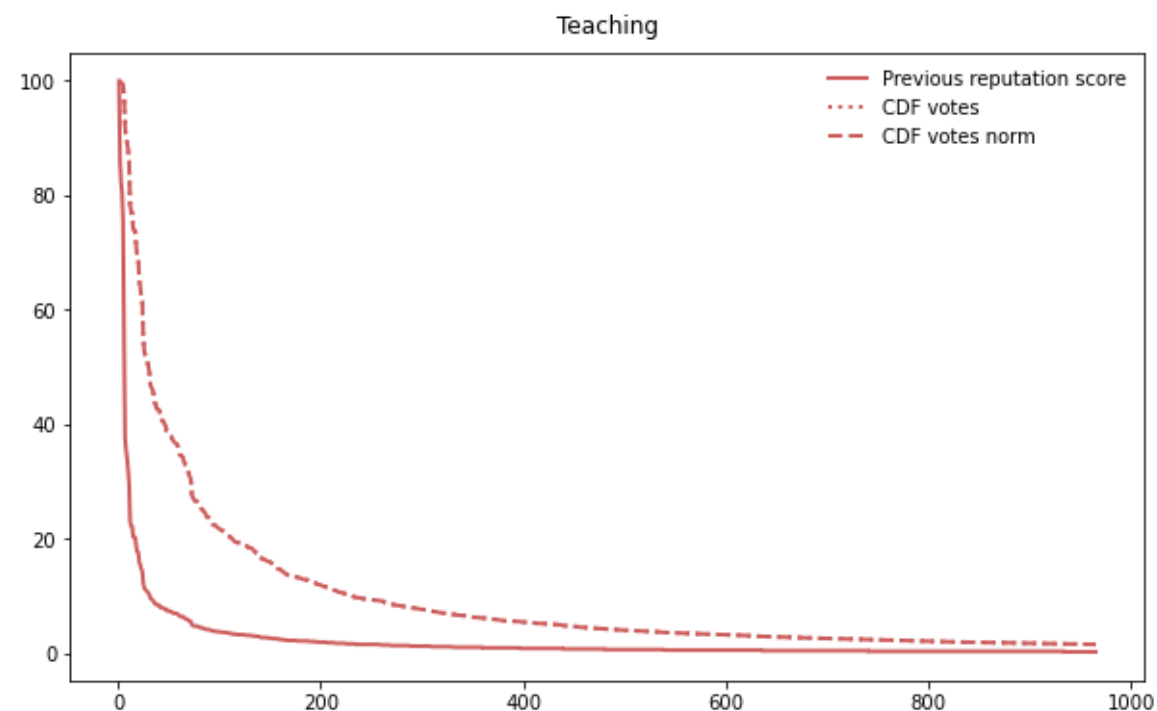
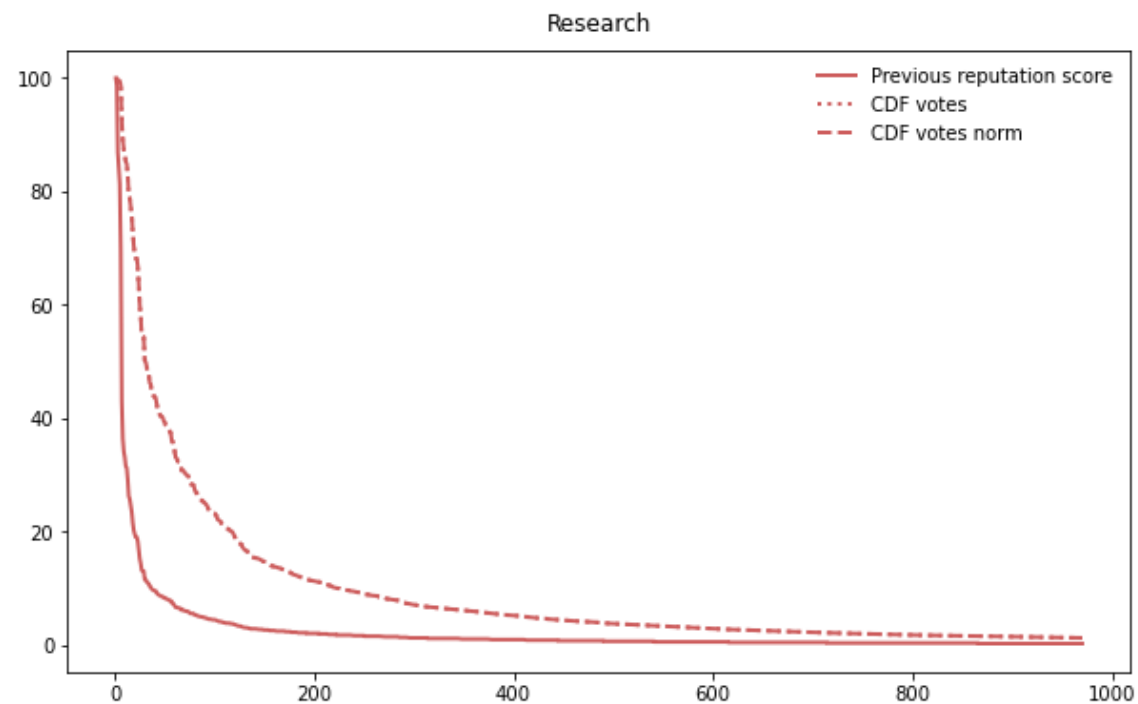
THE Global Reputation Ranking

Attenuation of votes is very steep – vote counts fall away quickly and offer limited ways to discriminate between institutions further down the ranking.

Scores are relative to the votes received by the top university. A score of 58.1 means that institution got 58.1% of the votes that the top ranked university received.

We could put votes into a CDF and fix the X^{th} percentile to position Y. We already do this with the WUR scoring.

Comparison of score profiles



Pairwise comparison

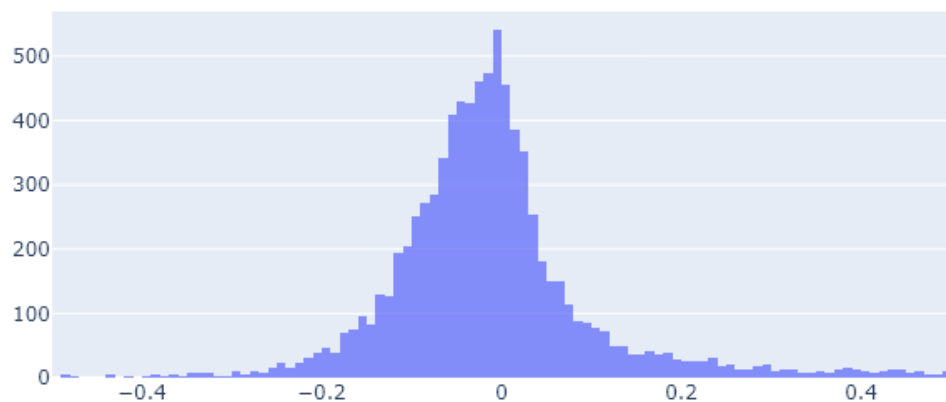
Pairwise comparison

- The previous survey allowed participants to select any university that comes to mind.
- We can also present specific institutions to respondents and ask them to pick their preference. This pairwise comparison creates an ordered list of universities.
- This approach can help move voters away from the super-brands and get them to consider those further down the ranking.

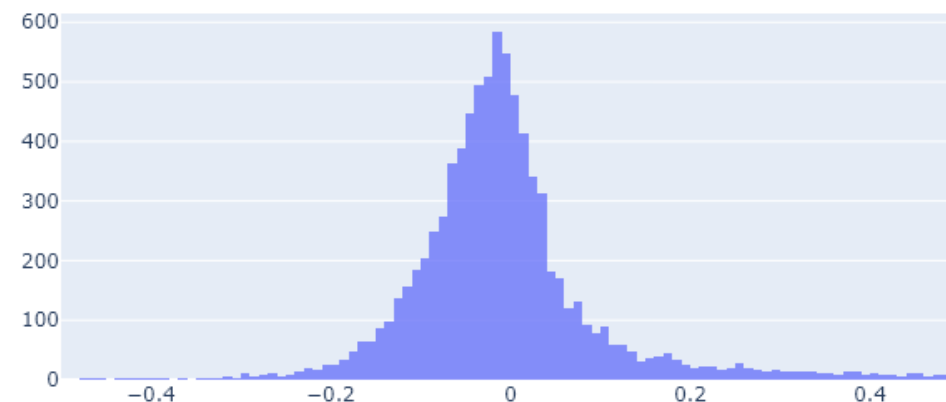


More universities lie in the centre ground with this approach

Pairwise comparison parameters - research



Pairwise comparison parameters - teaching



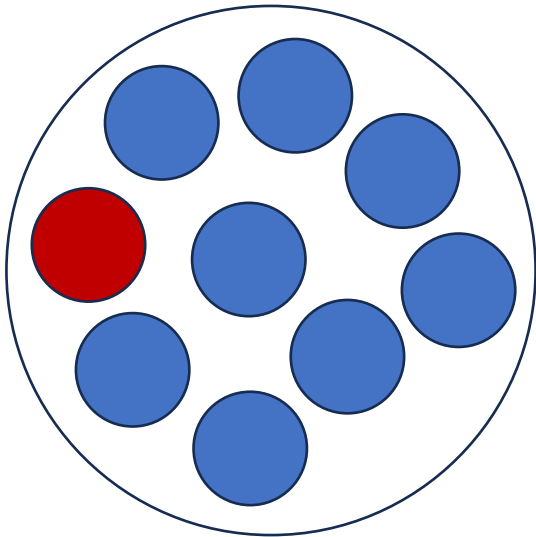
Voter diversity

When discussing reputation, the previous ranking scored universities on the number of votes they received.

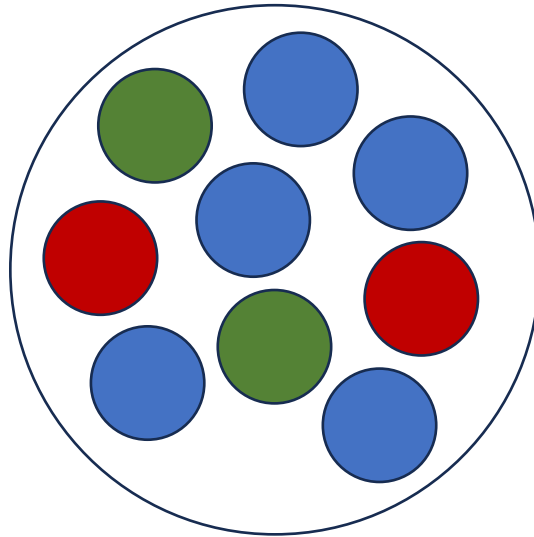
But if two universities have similar vote counts, how could we differentiate between them?

In a global ranking, we might argue that a university with votes coming from many subjects and territories has a stronger brand than one that sources its votes from a narrow pool of respondents.

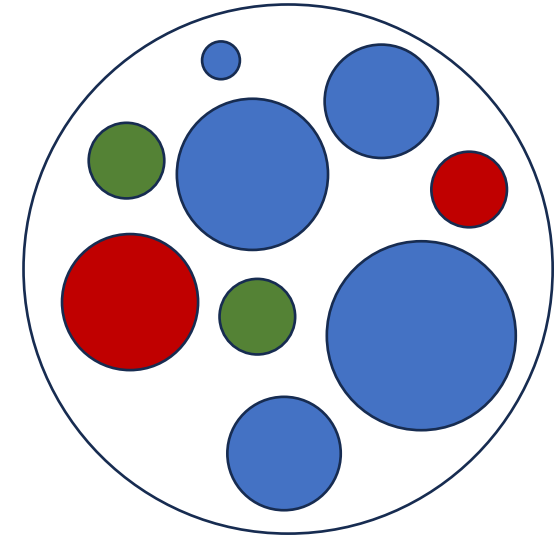
Entropy measures how much diversity a dataset has



A



B



C



This method can be used to recognise universities that have a brand that ranges across different disciplines and territories.

It is the diversity of respondents that count, not the number of votes.

Metric weights for the new ranking

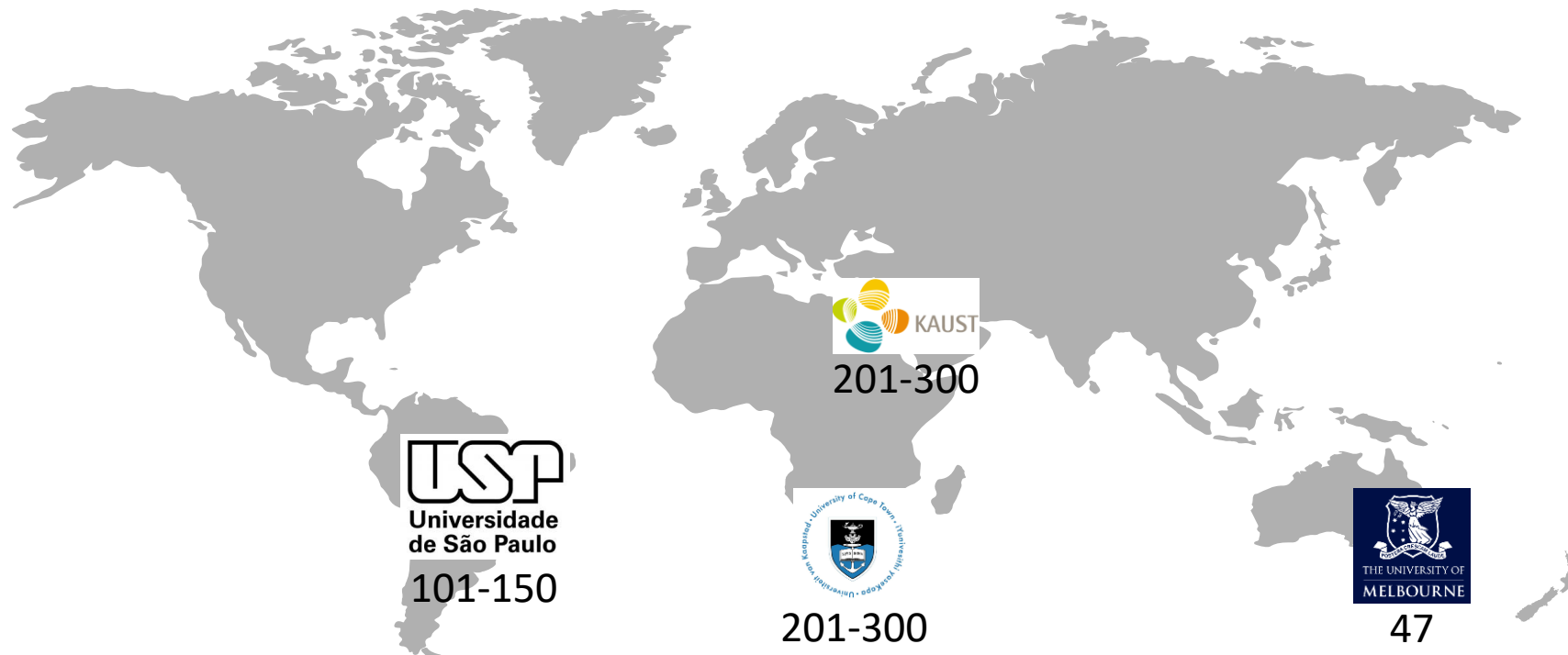
Metric	Research	Teaching
Vote count	30	30
Pairwise comparison	10	10
Voter diversity	10	10

Results

Top 10 – World Reputation Ranking 2025

Name	Country	Rank
Harvard University	United States	1
Massachusetts Institute of Technology	United States	=2
University of Oxford	United Kingdom	=2
Stanford University	United States	=4
University of Cambridge	United Kingdom	=4
University of California, Berkeley	United States	6
Princeton University	United States	7
Tsinghua University	China	8
Yale University	United States	9
The University of Tokyo	Japan	10

Regional Stars – World Reputation Ranking 2025



New countries featuring in the 2025 ranking

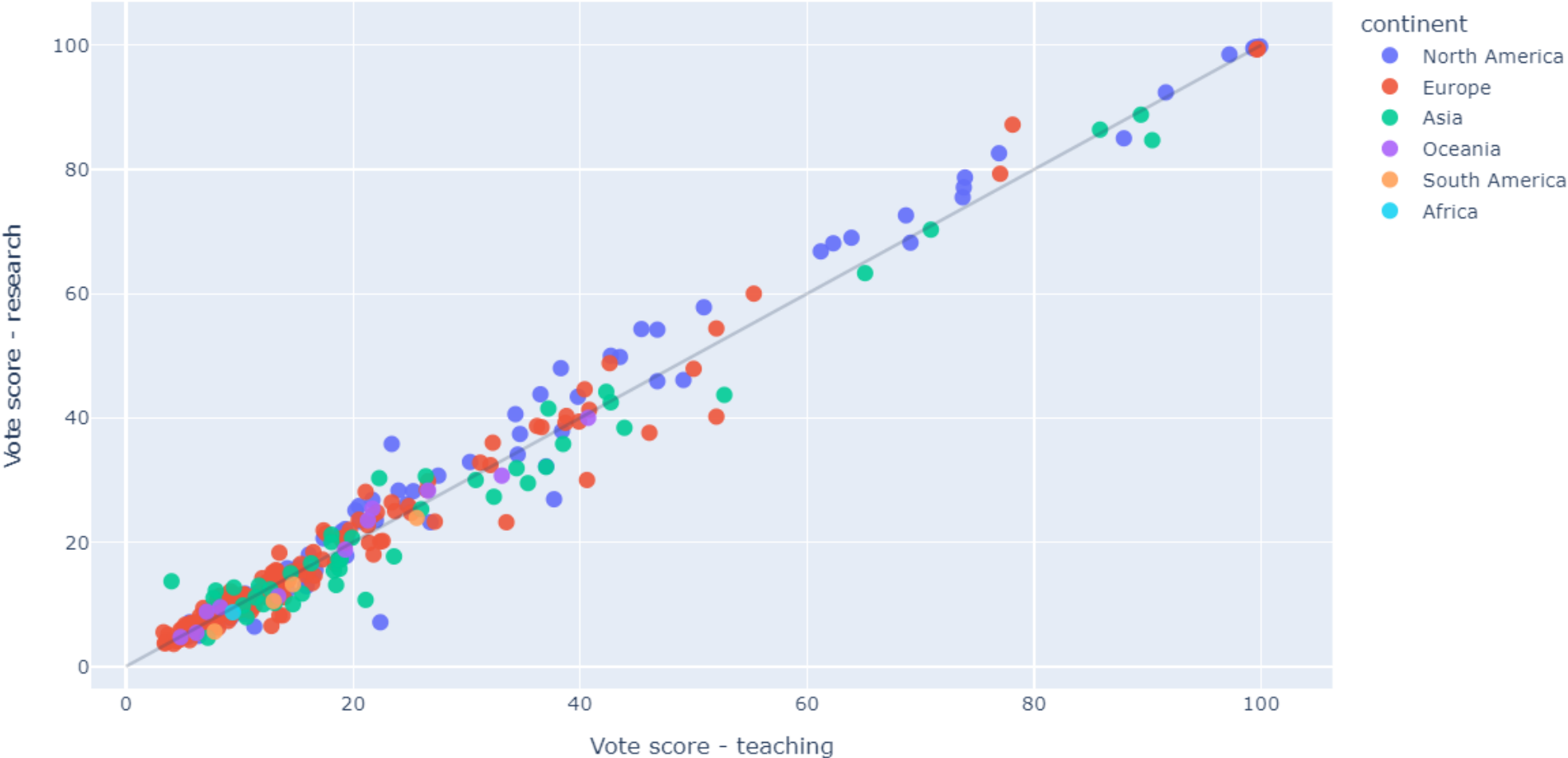


Country	No. of insts	Top institution	Position
United States	71	Harvard University	1
United Kingdom	39	University of Oxford	=2
Germany	27	Technical University of Munich	27
France	13	Sorbonne University	46
Italy	13	Sapienza University of Rome	=90
Netherlands	13	Delft University of Technology	40
Canada	12	University of Toronto	21
Japan	11	The University of Tokyo	10
Australia	10	University of Melbourne	47
China	10	Tsinghua University	8
Sweden	8	Karolinska Institute	73
Spain	7	University of Barcelona	101-150
Switzerland	7	ETH Zurich	12
Hong Kong	5	University of Hong Kong	49
South Korea	5	Seoul National University	=52
Austria	4	University of Vienna	=93
Belgium	4	KU Leuven	45
Denmark	4	University of Copenhagen	62
Finland	4	University of Helsinki	81
India	4	Indian Institute of Science	201-300
India	4	Indian Institute of Technology Delhi	201-300
India	4	Indian Institute of Technology Madras	201-300
India	4	Siksha 'O' Anusandhan	201-300

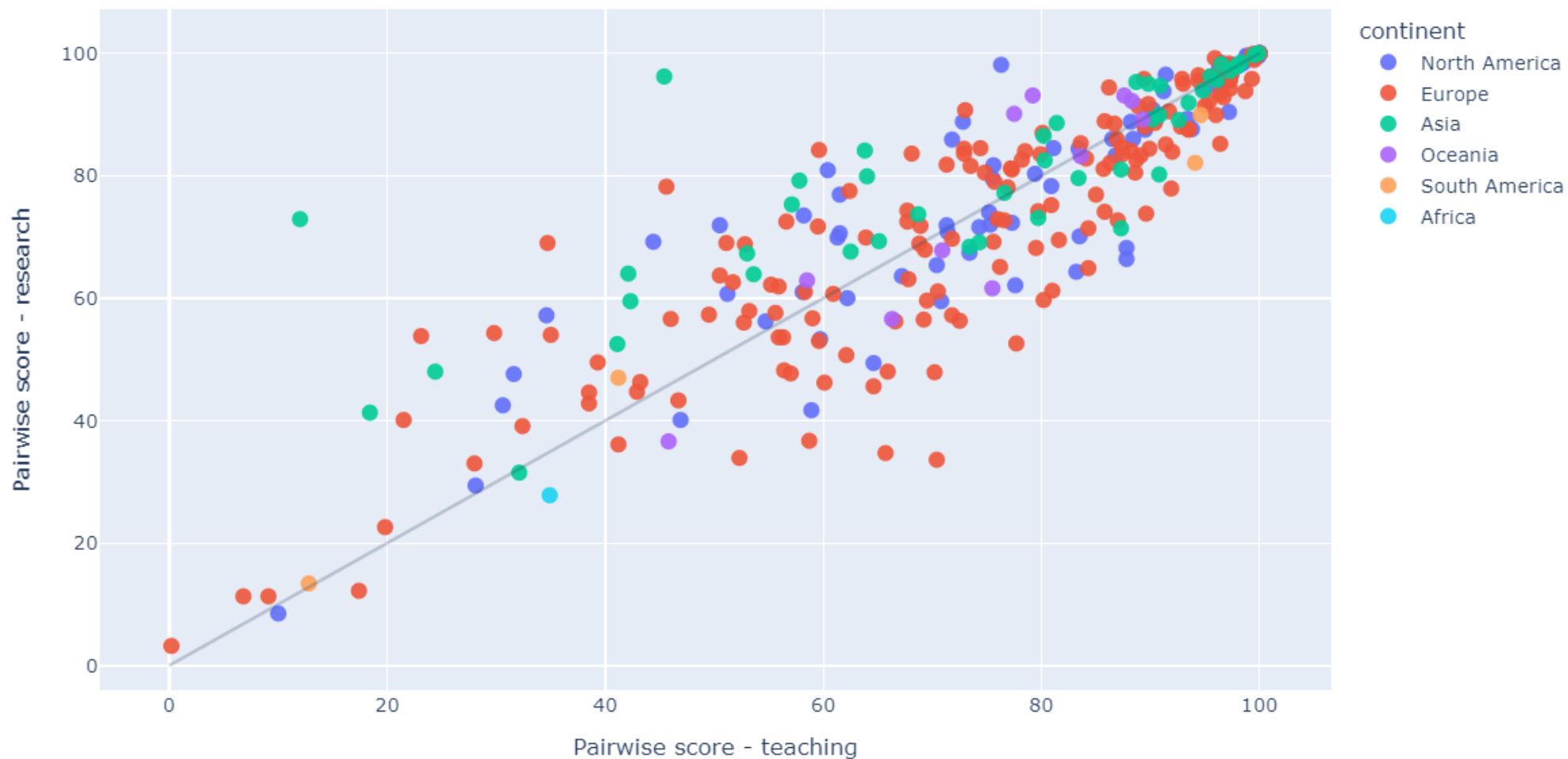
Country	No. of insts	Top institution	Position
Israel	4	Technion Israel Institute of Technology	151-200
Norway	3	University of Oslo	101-150
Brazil	2	University of São Paulo	101-150
Ireland	2	Trinity College Dublin	101-150
Poland	2	Jagiellonian University	201-300
Poland	2	University of Warsaw	201-300
Portugal	2	University of Lisbon	151-200
Portugal	2	University of Porto	151-200
Russian Federation	2	Lomonosov Moscow State University	=83
Singapore	2	National University of Singapore	19
Argentina	1	University of Buenos Aires	201-300
Chile	1	Pontificia Universidad Católica de Chile	201-300
Czechia	1	Charles University	201-300
Malaysia	1	University of Malaya	201-300
Mexico	1	National Autonomous University of Mexico	151-200
New Zealand	1	University of Auckland	151-200
Saudi Arabia	1	King Abdullah University of Science and Technology (KAUST)	201-300
South Africa	1	University of Cape Town	201-300
Taiwan	1	National Taiwan University (NTU)	101-150
Turkey	1	Middle East Technical University	201-300

New metrics

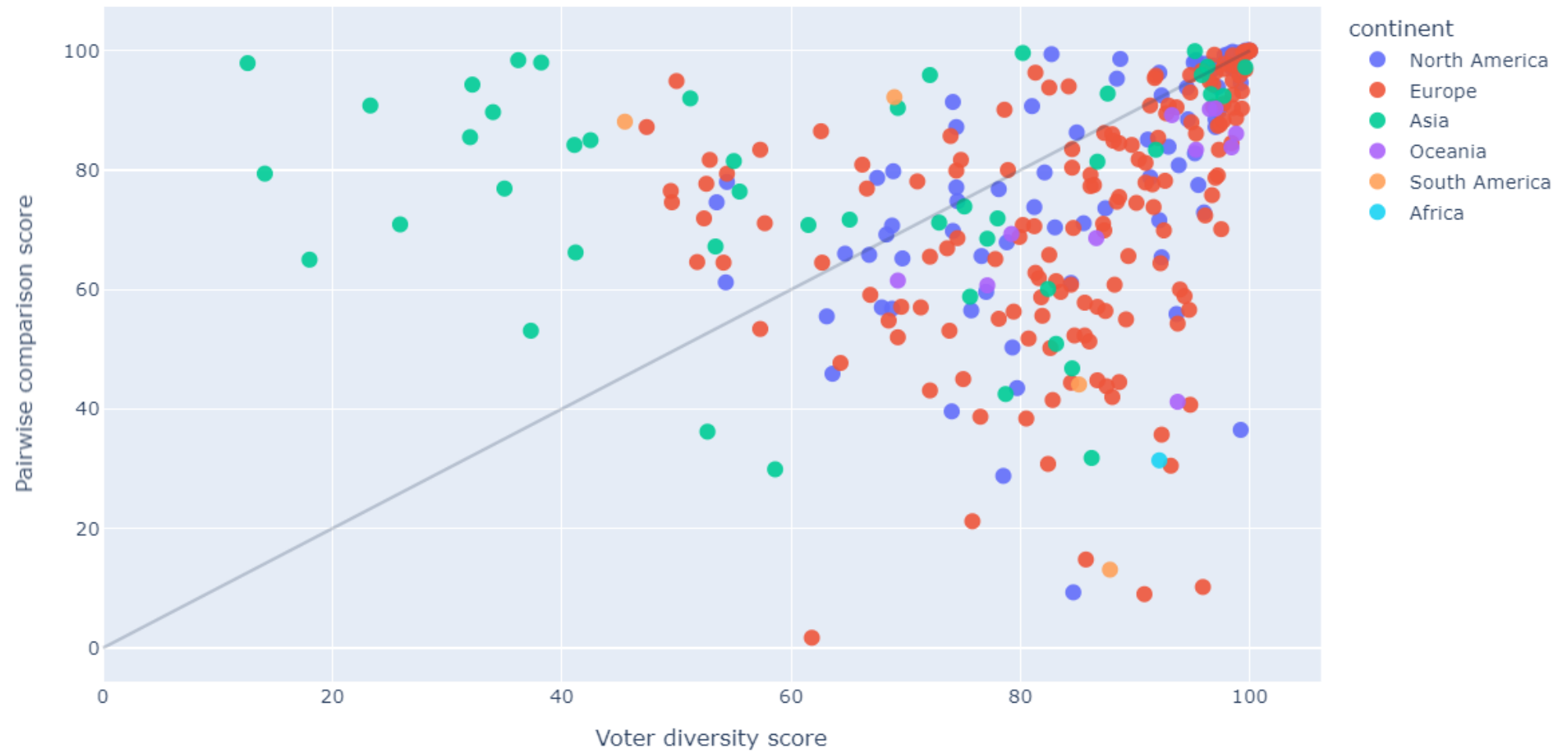
Research v teaching scores for the vote metric



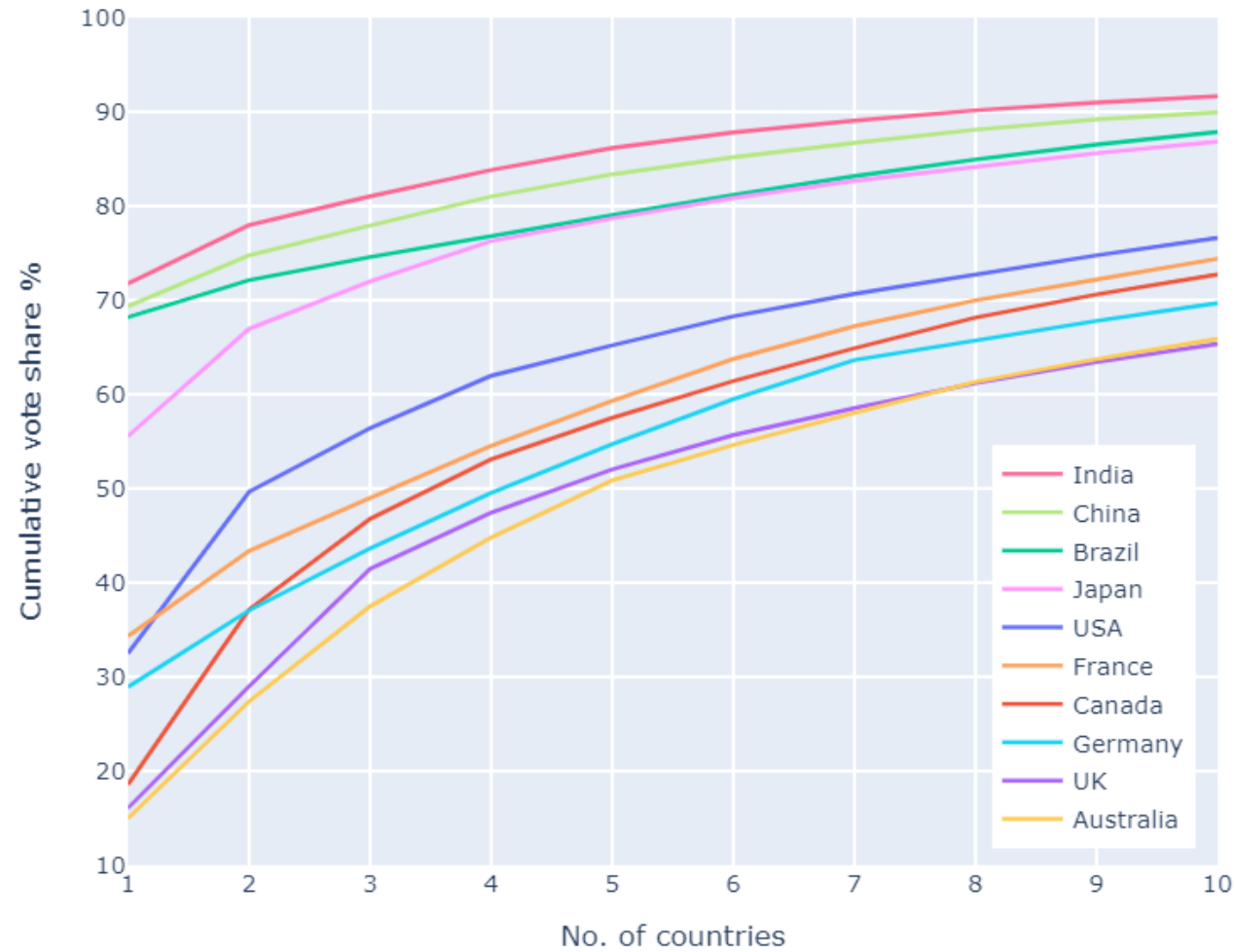
Research v teaching scores for the pairwise metric



New metric comparison

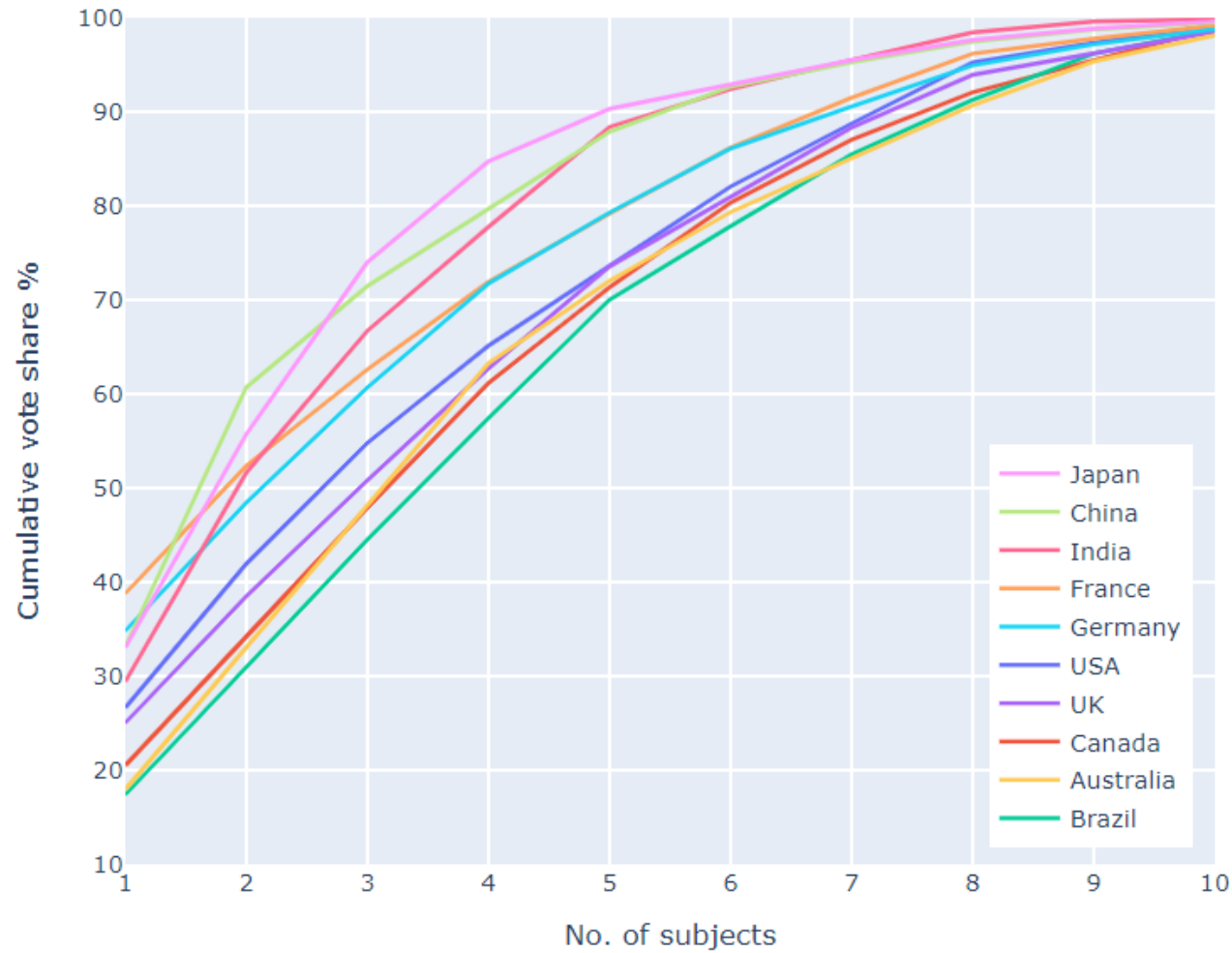


Vote accumulation from the top 10 respondent countries - research



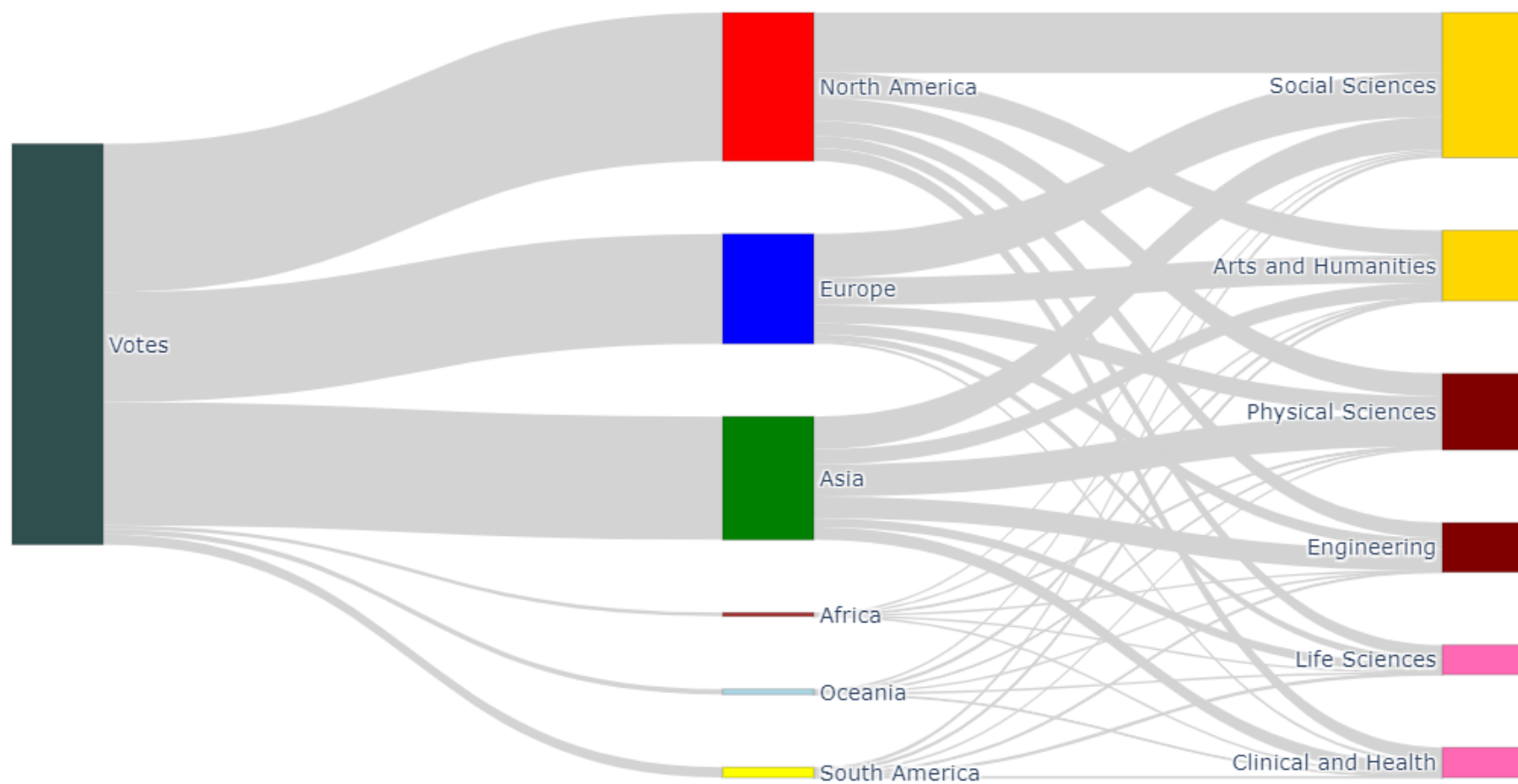
Higher lines indicate higher levels of vote concentration

Vote accumulation from the top 10 respondent subjects - research

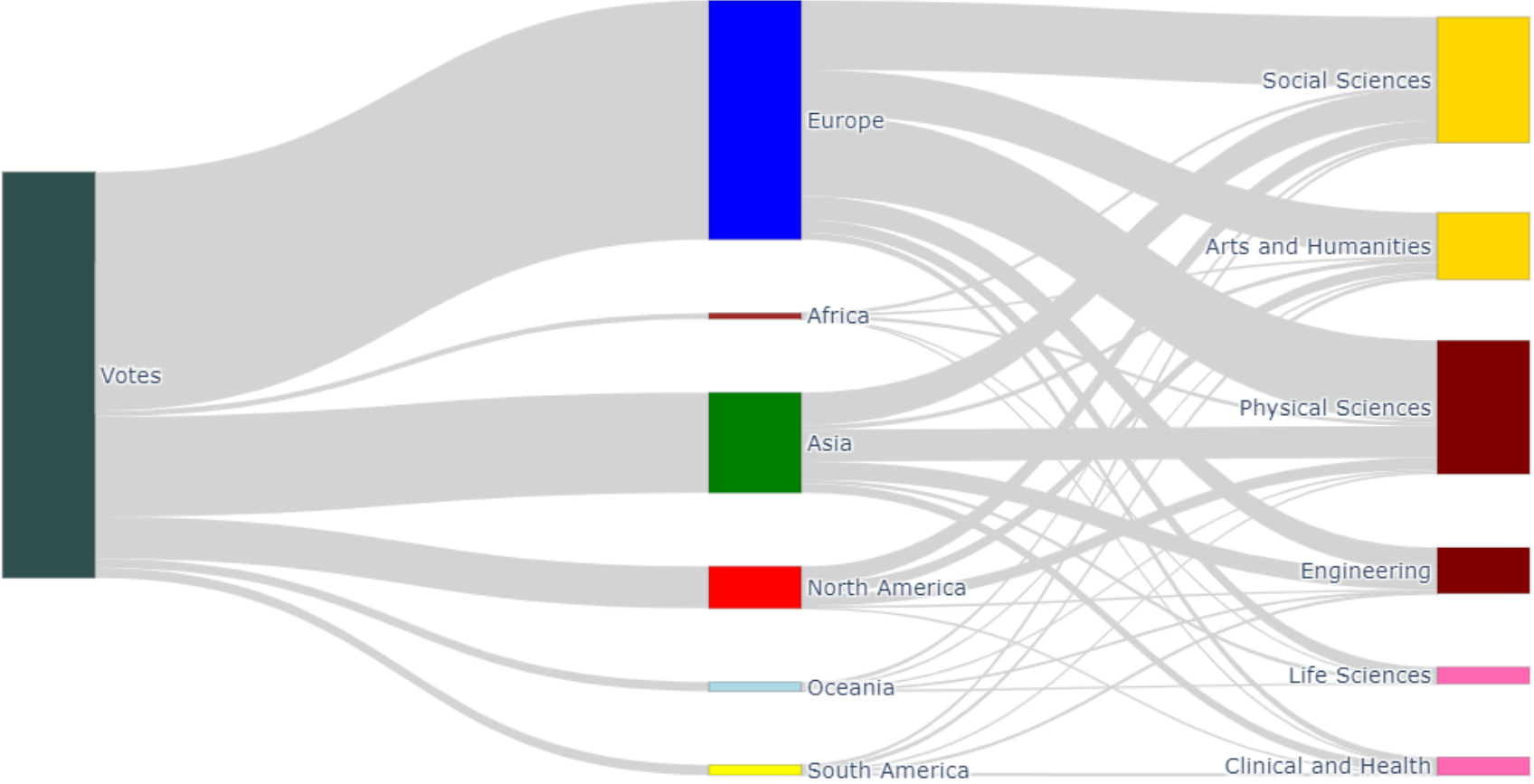


Teaching category not shown as it is very similar to research

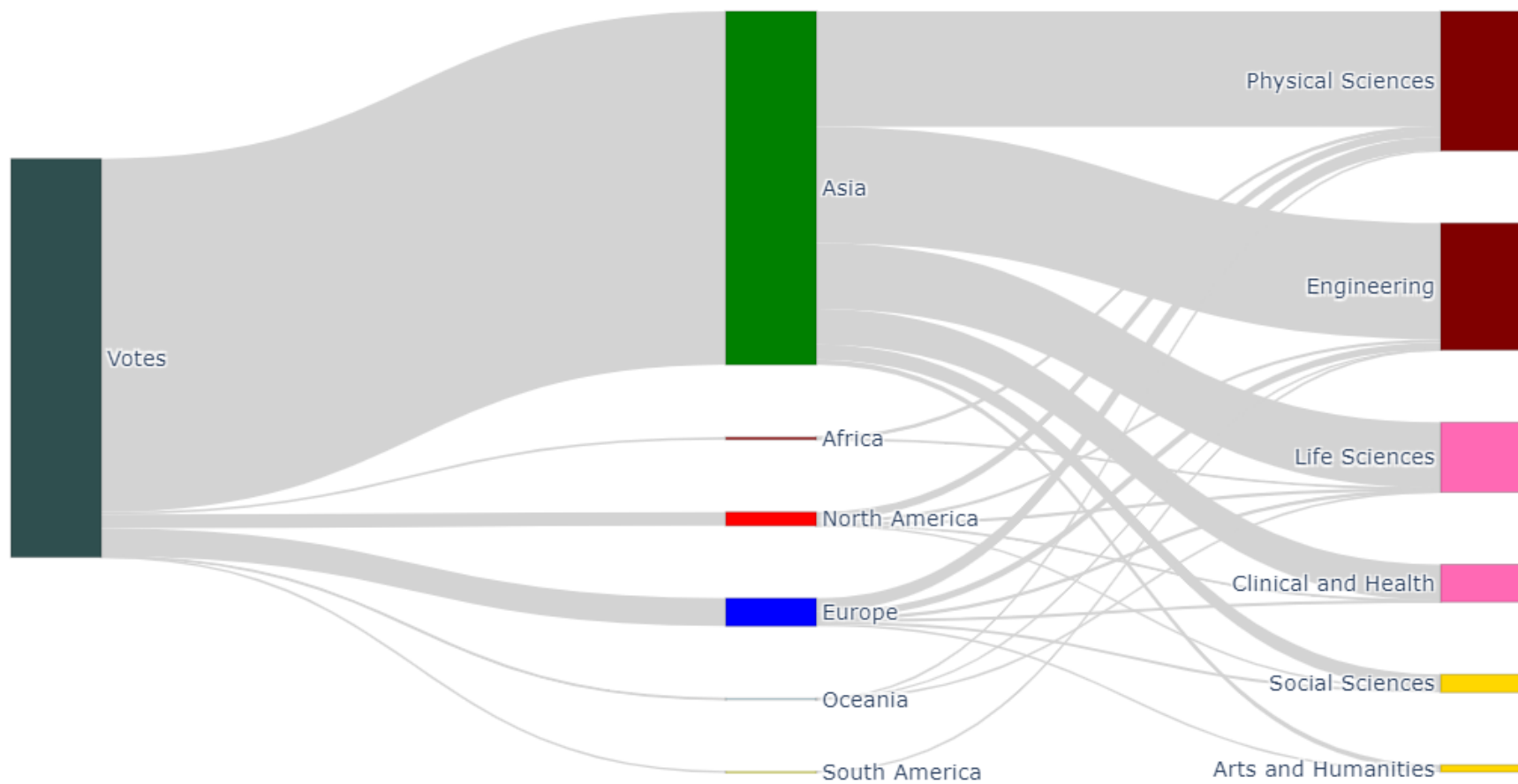
Top 50 American university



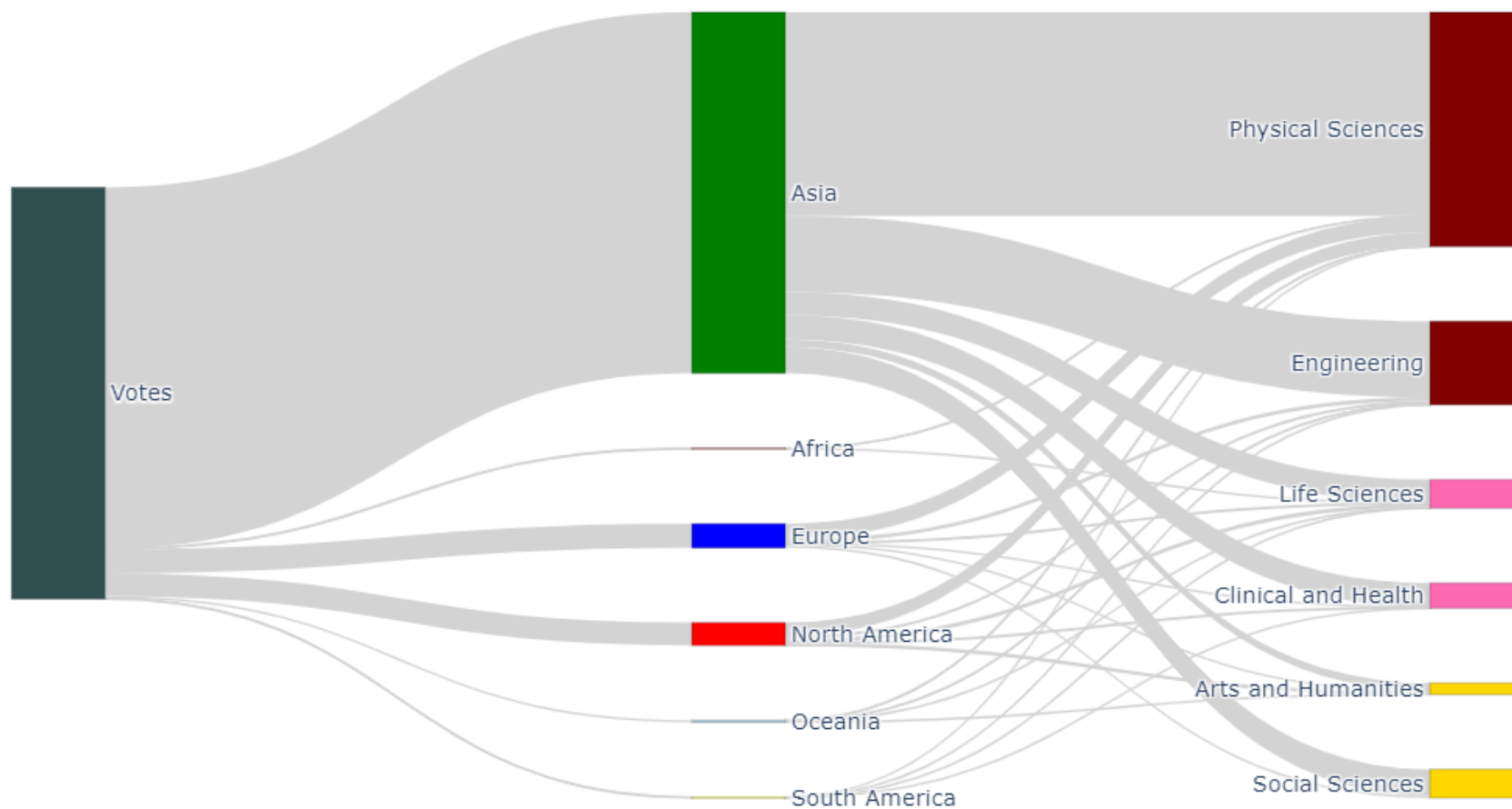
Top 100 European university



Top 100 Japanese institution



Chinese institution in the 101-200 range



Summary

- Survey provided our largest reputation dataset yet.
- New metrics give us the opportunity to assess academic institutions with more resolution than before.
- Enhanced reputation ranking features more universities with increased representation from previously unrecognised countries and regions.

For any questions and/or comments please write to

profilerankings@timeshighereducation.com

The power of brand and reputation in Higher Education



**Times
Higher
Education**

Vicky Irwin - Senior Director, Consultancy

February 2025

Brand vs Reputation

"Tell your story, or let other people tell it for you."

Reputation

What other people think of your university

External perception

Brand

What you say and do to explain your university to other people

Promoting a clear brand narrative is key to influencing reputation with stakeholders

Reputation Management

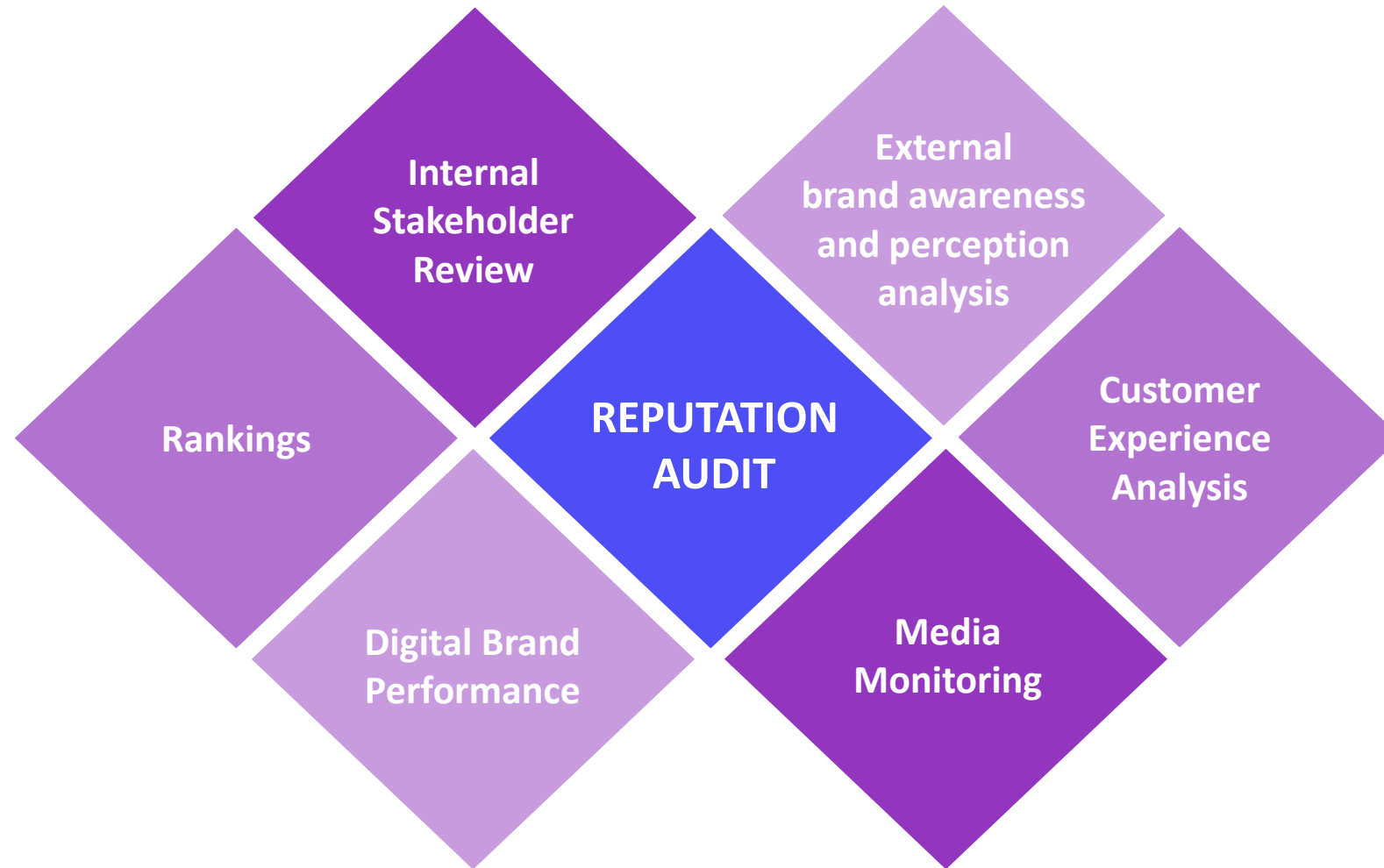
The professional process of communicating the brand and working with stakeholders to improve your reputation

Internal processes

Reputation Management

“the deliberate and skilful application of the effort to create a desired perception in the mind of another person.”

Understanding Your Reputation



Know Your Audience

INTERNAL

Staff

Academics

Current Students

Alumni

STUDENT RECRUITMENT

Prospective
Students

Teachers/Advisors

Parents

Agents

INTERNATIONAL

Global Partners

Global Academics

Prospective Staff

Rankers

OTHER EXTERNAL

Local/National
Government

Industry
Partners/Employers

Funders/Donors

General Public

THE Brand Reputation Framework

Elevating your brand and influencing reputation

Reputation Audit

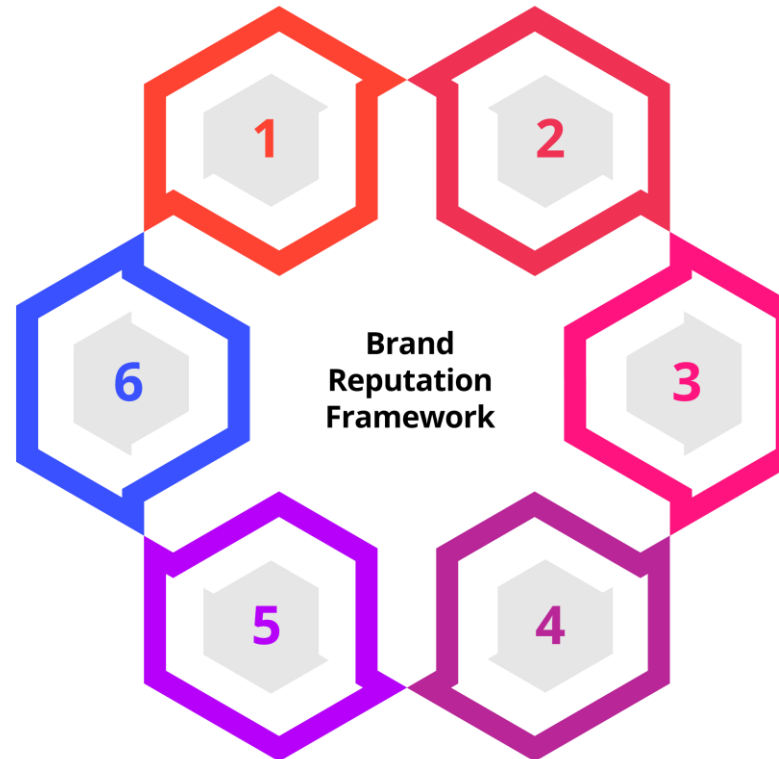
It starts with **research**; knowledge is power. **Understanding your current reputation**, to inform future brand and marketing strategies

Reputation Management & Optimisation

Ensuring that you **consistently monitor and nurture positive perceptions**, will help to sustain good reputation and drive long-term success.

Stakeholder Engagement

Identifying stakeholder networks, enables you to leverage the most influential figures in the industry to advocate for you – improving peer-to-peer sentiment, and perceptions with external audiences.



Rankings Performance

World Rankings are a direct reflection of how the sector sees you. While **Impact Rankings** provide clear proof-points of the positive impact you're having on society – directly influencing how you are perceived.

Brand Positioning

A strong brand proposition, defined through research, enables your institution and your people, to speak confidently about what makes you unique.

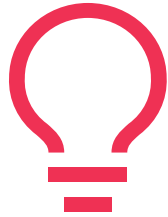
Strategic Marketing

Your plan on how you will reach your target audience, with the right content at the best time, to **achieve sustainable competitive advantage** over your competitors.

The impact of successfully building and managing reputation



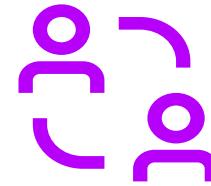
Target and convert
**prospective
students**



Recruit and engage
**research and
industry talent**



Engage funders
to achieve
**philanthropic
ambitions**



Support
**Internationalisation
and TNE goals**



Proactively manage
crisis
communications

Any Questions?