World University Rankings 2024

THE 2024 World University Rankings
Data Masterclass – Germany

Agenda

o World University Rankings 2024

o Methodology Review
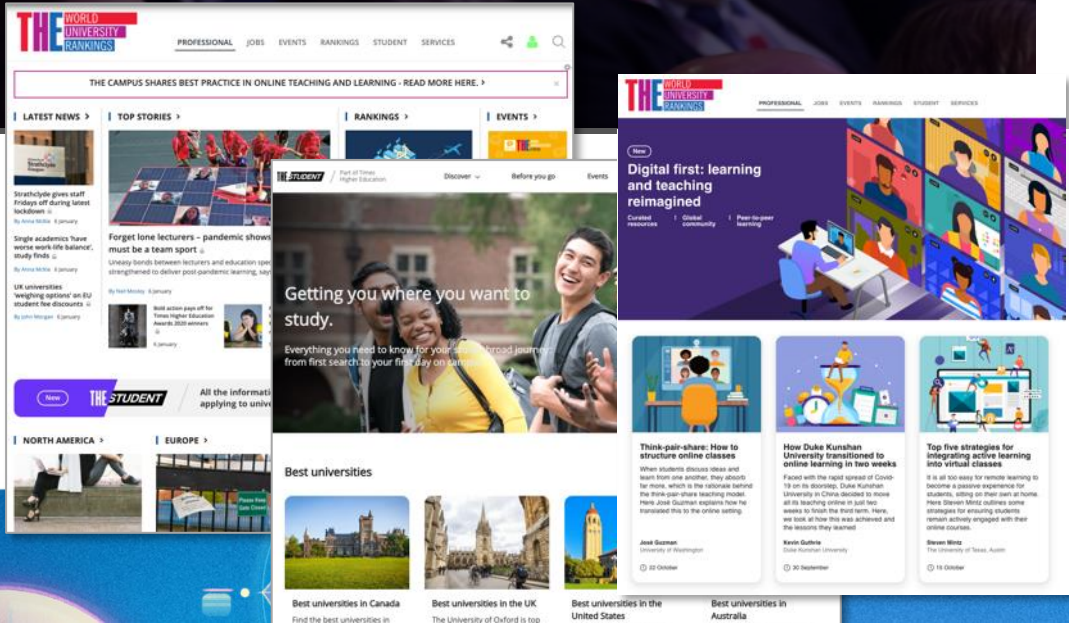
o Germany Trends and Analyses

o Solutions

50+ Years of Insights

To help **universities** understand their position against their mission.

To help **students** find and access the university best suited to their abilities and aspirations.

To help **higher education** deliver transformational teaching, research and innovation.

1971

2023

Our Rankings

	TEACHING		RESEARCH		IMPACT & SUSTAINABILITY

Focus: student satisfaction, employer reputation, graduation rate + more
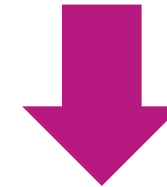
Participation rules: country specific

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

Participation rules: 1,000+ publications over 5 years, teach undergraduates across a range of subjects
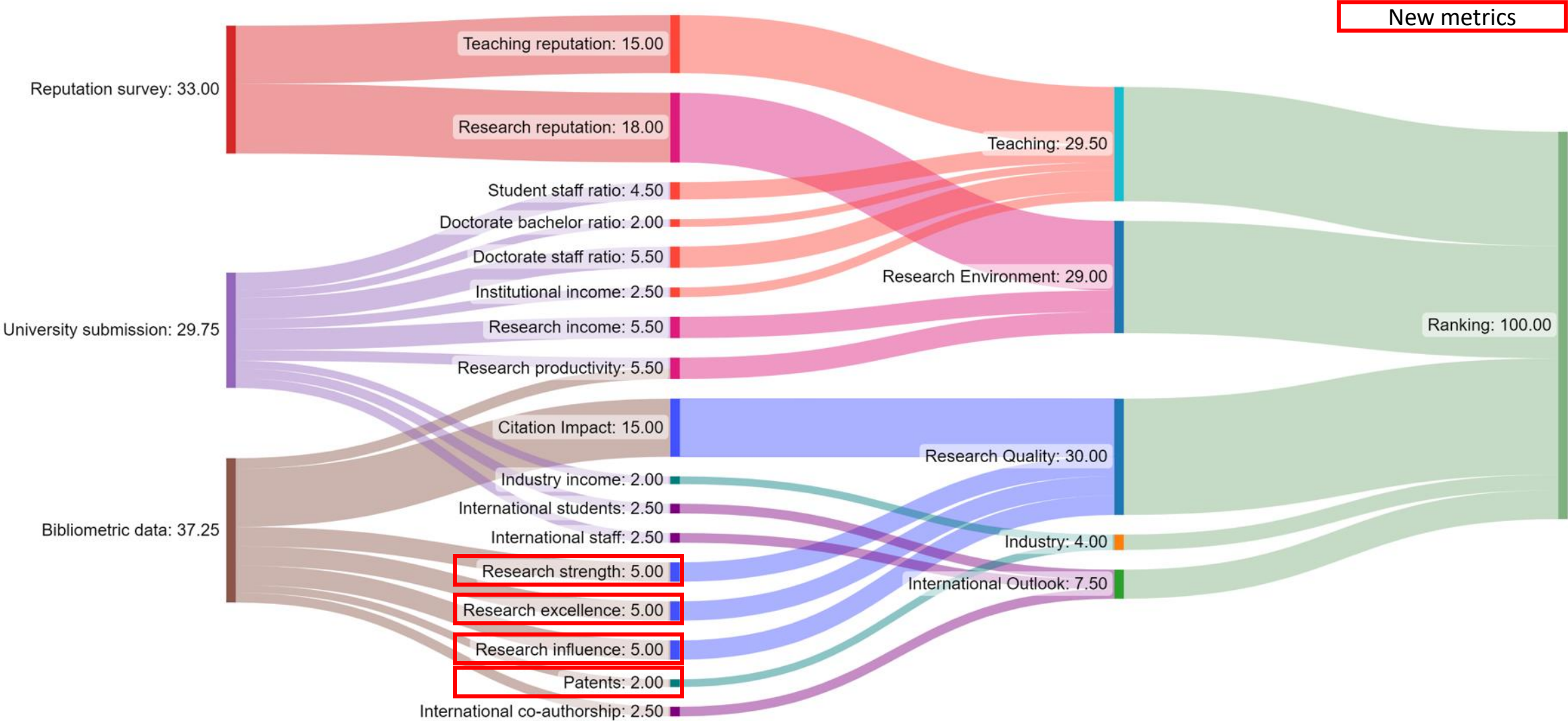
Focus: research, teaching, stewardship and outreach against the UN's 17 Sustainable Development Goals

Participation rules: all UG or PG higher education institutions

Methodology

THE World University Rankings

The world's biggest university ranking

Universities
The world's biggest university ranking

Universities submitted data	Number of countries represented
2,673	**127**

Bibliometrics
In partnership with **ELSEVIER**

Research papers	Citations
16.5m	**134m**

Universities Data
The world's largest data gathering exercise from universities

Data values	Data queries resolved
411,789	**34,455**

Academic Survey
The world's largest academic survey

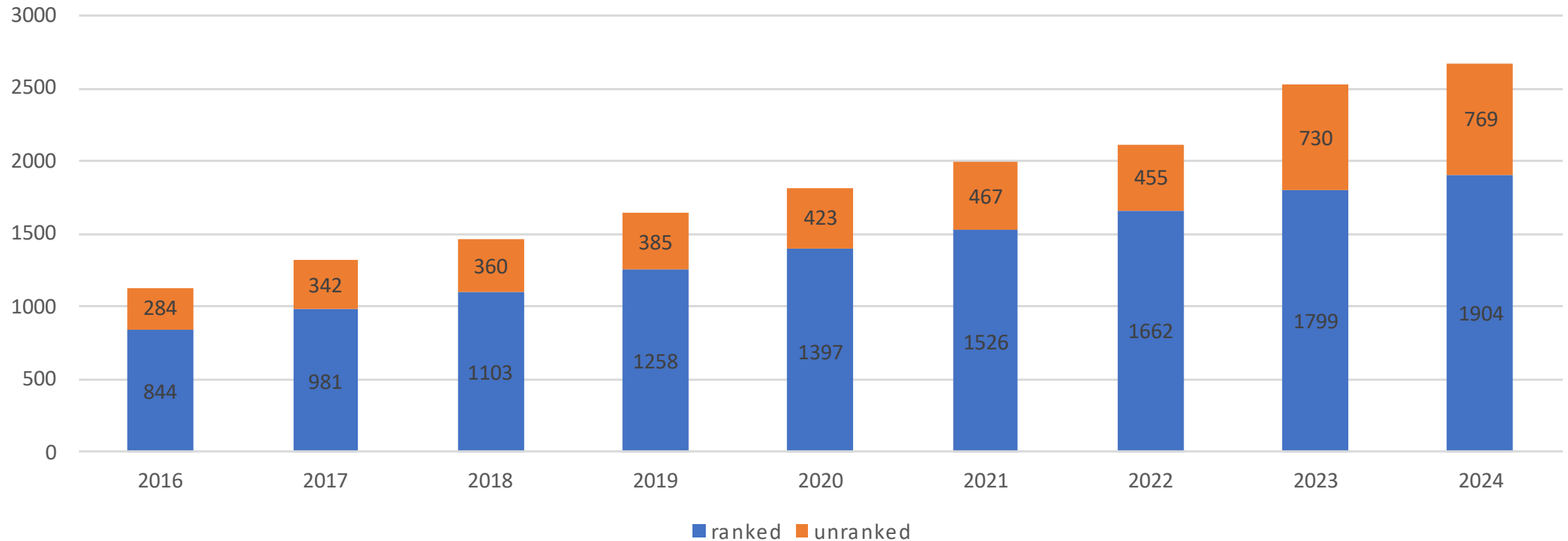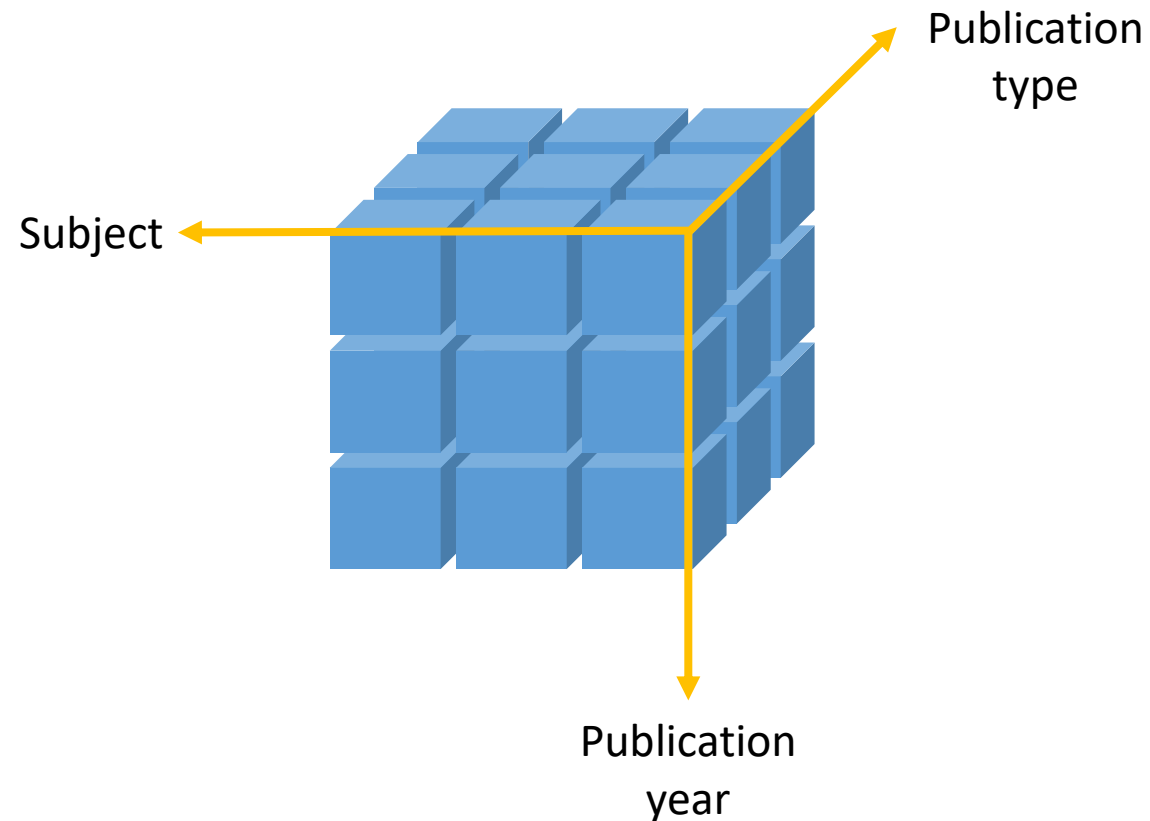| Respondents	Votes	Countries
68,402	**944,509**	**166**

20th Anniversary of THE World University Rankings

Number of universities which submitted data to
THE World University Rankings

Year	ranked	unranked
2016	844	284
2017	981	342
2018	1103	360
2019	1258	385
2020	1397	423
2021	1526	467
2022	1662	455
2023	1799	730
2024	1904	769

What is Field Weighted Citation Impact?

Publication type

Subject

Publication year

Let's say I published a <u>journal article</u> in <u>2019</u> on <u>artificial intelligence</u>, and it received 6 citations so far…

…and the average number of citations received by publications of the <u>same type</u>, <u>same year</u> and <u>same subject</u> is 2…

…then the FWCI of this publication is 6/2 = 3

THE World University Rankings Research Quality Metrics

- Citation Impact – Mean FWCI of an institution's output, but with tweaks
  - Kilo-author papers
  - Country normalisation
- Research Strength – 75th percentile FWCI of an institution's output
- Research Excellence – Number of papers in top 10 percent by FWCI
- Research Influence – Different from others research quality metrics
  - Not all citations are created equal
  - Citations from important papers counts more
  - How to define "important papers"?

... same university but log Y-axis
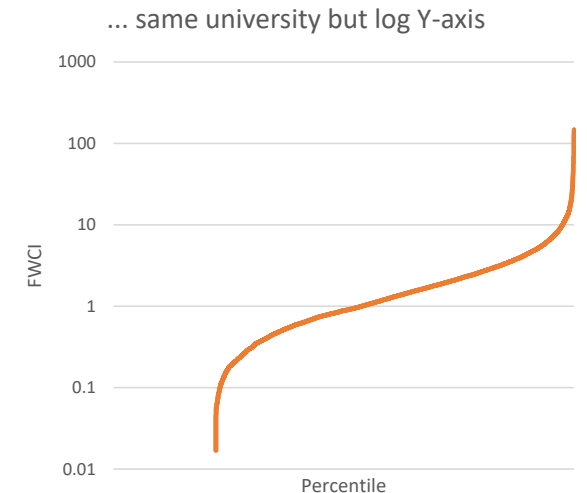
Research Influence - Papers

Both papers have 3 citations. Which one is likely to be more "influential"?
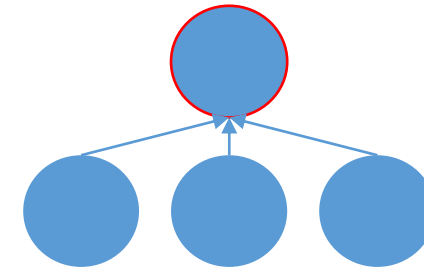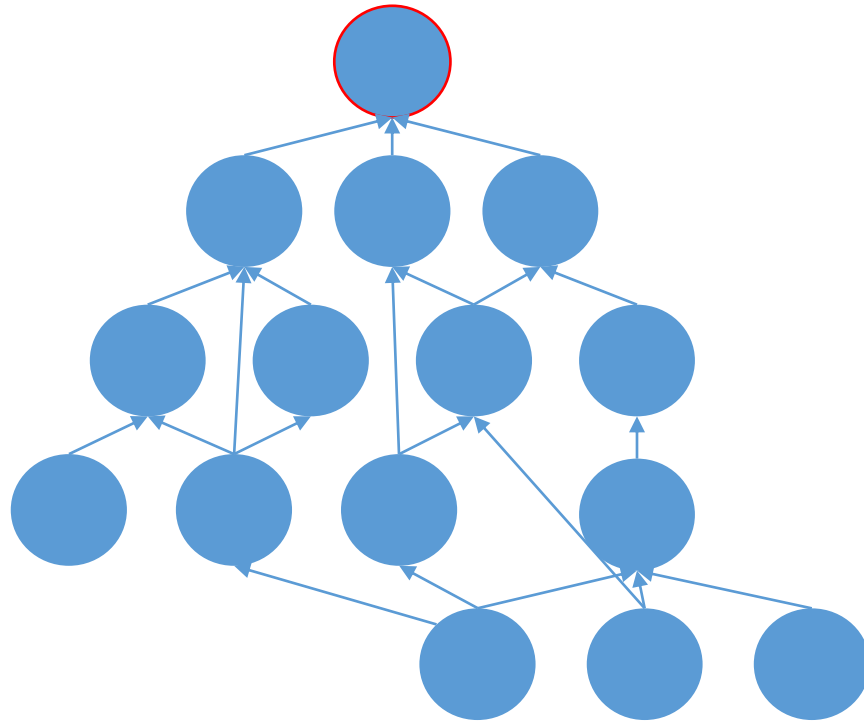
Citing Paper → Cited Paper

Research Influence – What is it?

Research Influence looks at the network of citations around papers to understand what impact they are having around the world.

In essence, it works like a popularity contest for papers. It's not just about the quantity of citations but also the quality, with citations from reputable papers carrying more weight.

Each paper gets an influence score based on how many other papers cite it and how influential those citing papers are. If a lot of influential papers cite a paper, it gets a higher influence score.

The calculation for Research Influence is based on Google's "Page Rank" algorithm.

Industry: Patents

- The extent to which universities are supporting their national economies through technology transfer is an area that deserves greater recognition. We will be introducing an additional measure.

- Directly measures research output, specifically **how much an institution's research is cited by patents.** This is similar to one that we already use within the THE Impact Rankings (in SDG 9: Industry, Innovation and Infrastructure).

- This measure is subject weighted to avoid penalising universities producing research in fields low in patents.

- Normalised by staff numbers.

International Outlook

- Large countries had been disadvantaged compared to small countries in our international metrics, in that it is "easier" for staff and students in small countries to work/study abroad.

- The existing metrics are now normalised to account for the populations size:
    - Proportion of international students
    - Proportion of international staff
    - Proportion of publications with at least one co-author from an international institution

- New Studying abroad metric at zero weight

International Students
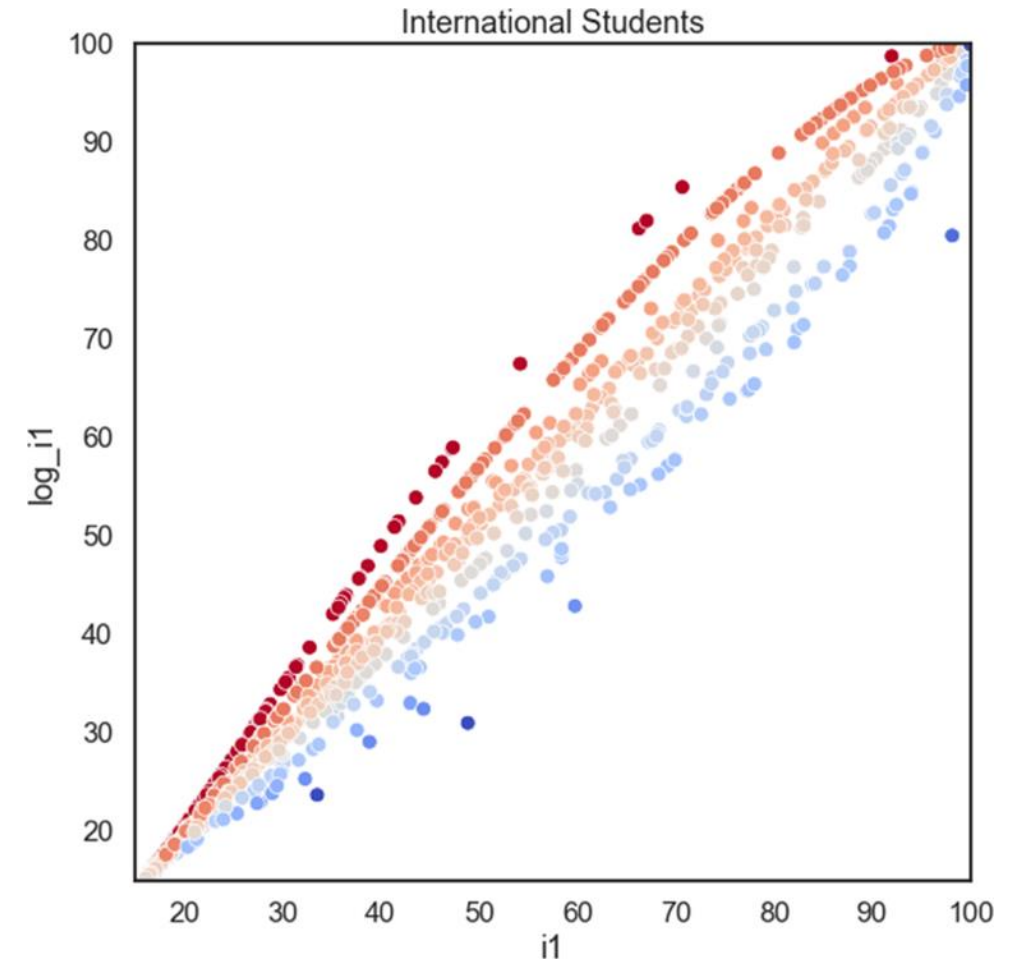
Germany Trends and Analyses

Universities per country in the World in WUR 2024

There are a total of 1904 institutions in The World ranked in the World University Rankings 2024, from 108 countries
664 institutions from Europe were ranked
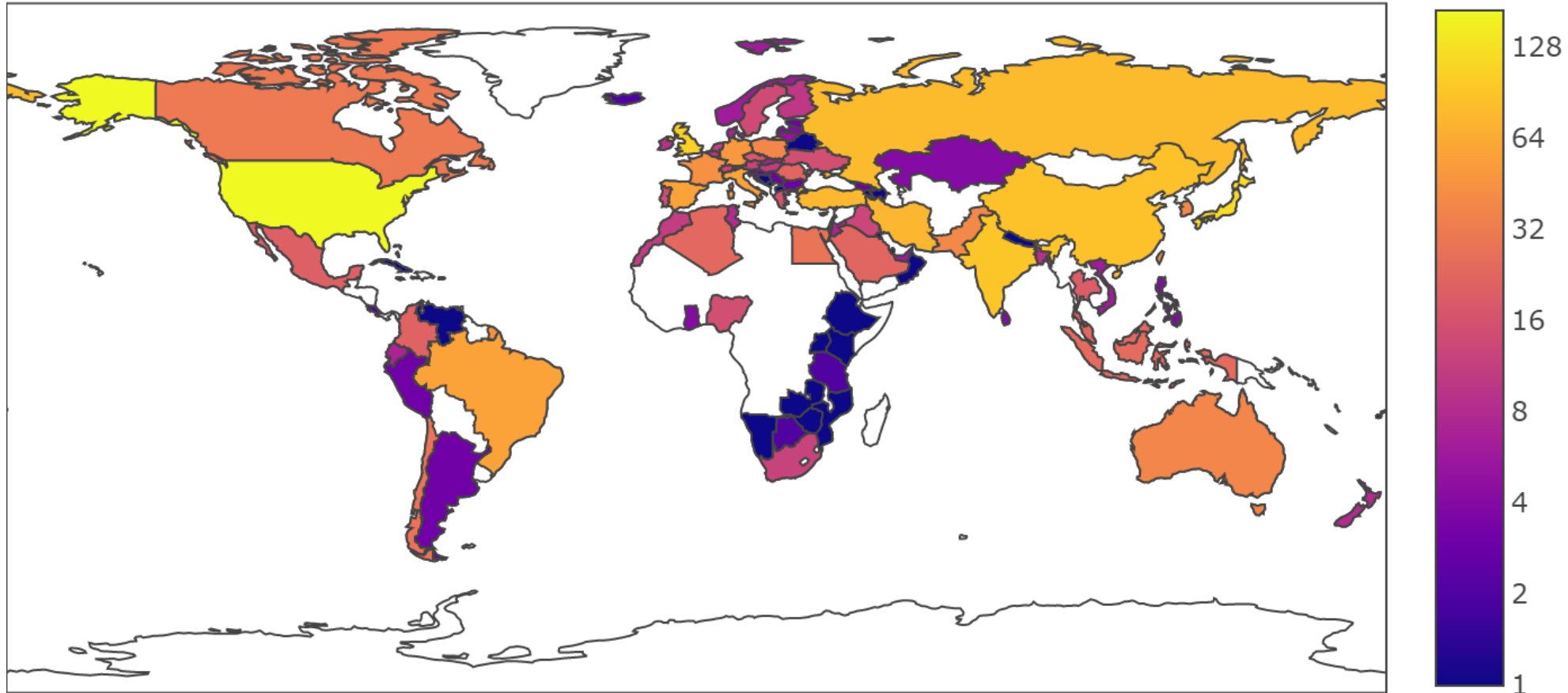
Global top 10

|	2024	2023
Technical University of Munich (TUM)	=30	30
Ludwig Maximilians University Munich (LMU)	=38	33
Heidelberg University	47	43
Humboldt-Universität zu Berlin	=87	=86
RWTH Aachen University	90	=99
The University of Bonn	91	89
Charité - Universitätsmedizin Berlin	94	73
University of Tubingen	=95	=86
Freie Universität	102	=91
Georg-August-Universität Göttingen	=111	=119
University of Freiburg	128	113

Ranked universities in Europe

WUR Rank

1
318
635
952
1269
1586
1904

© Carto © OpenStreetMap contributors
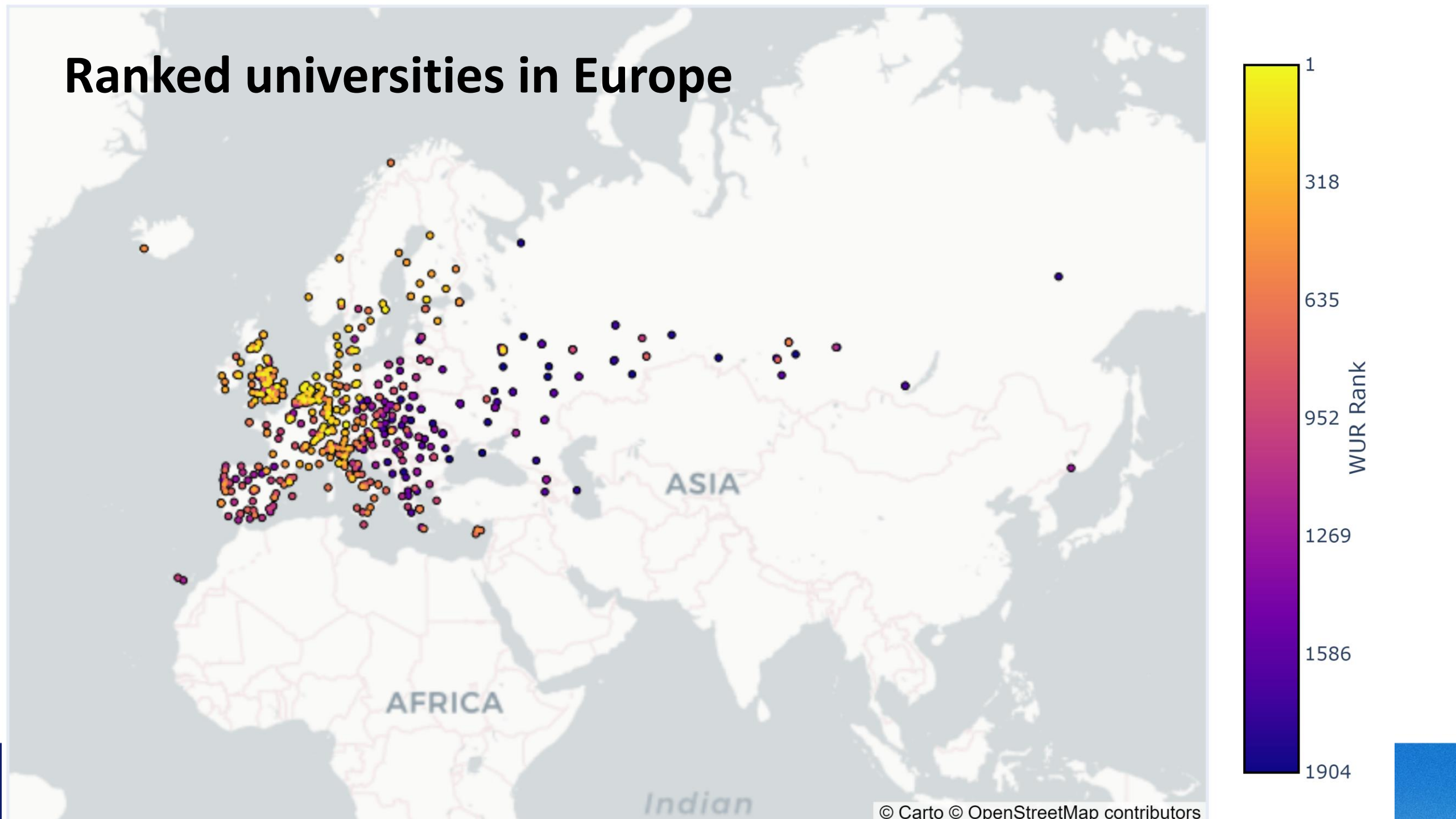
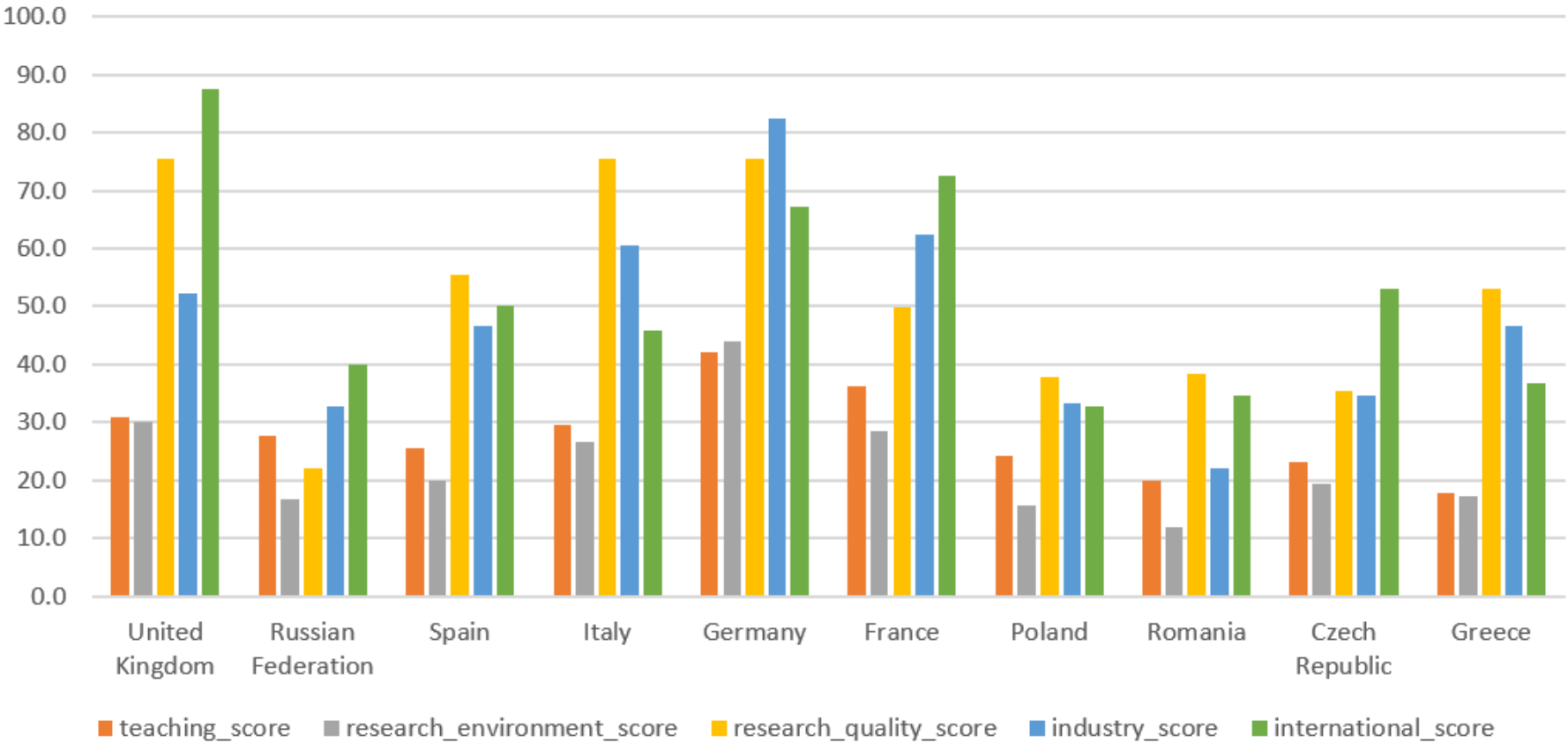# Ranked universities by country
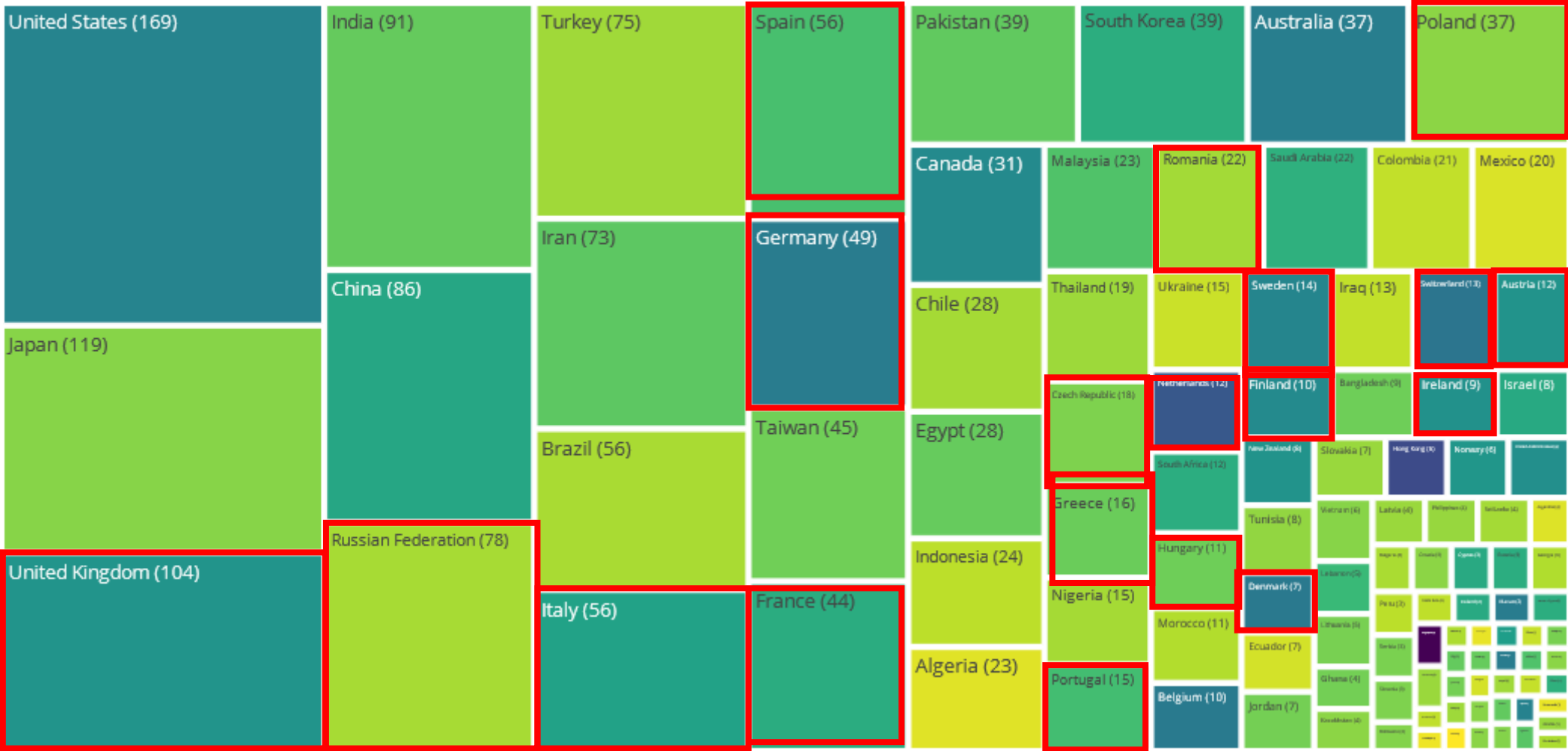
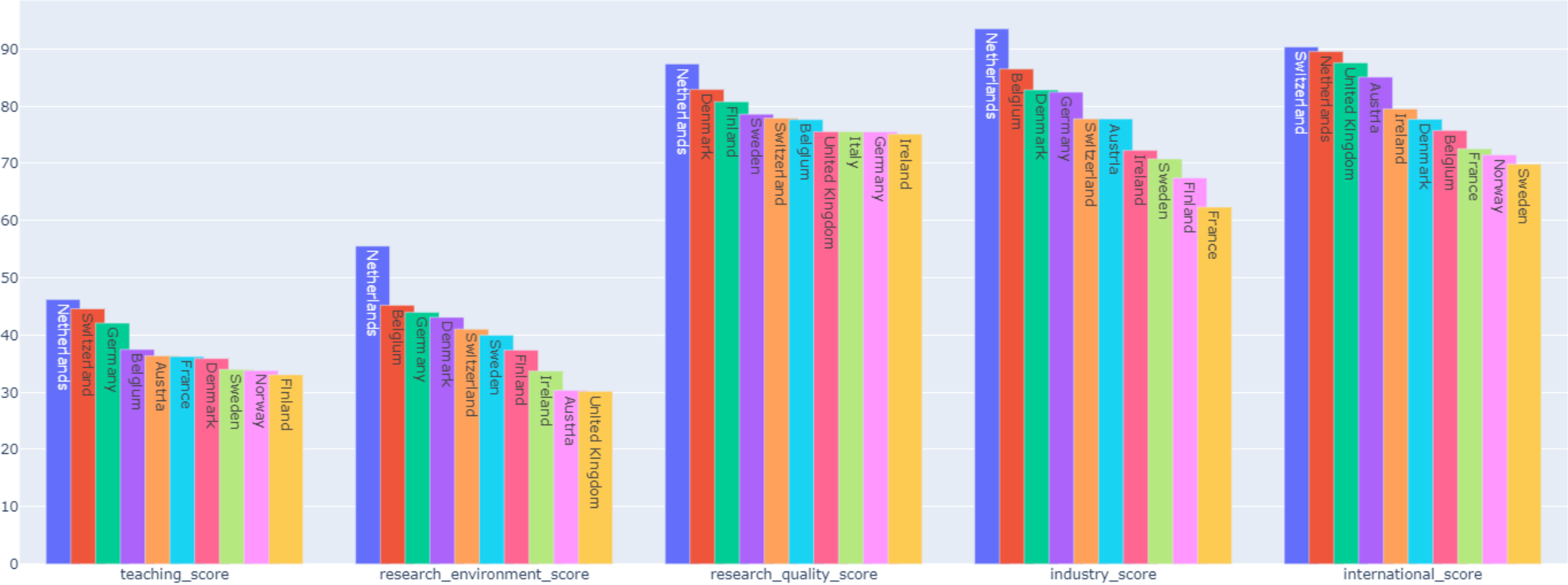# Ranked universities by country in Europe
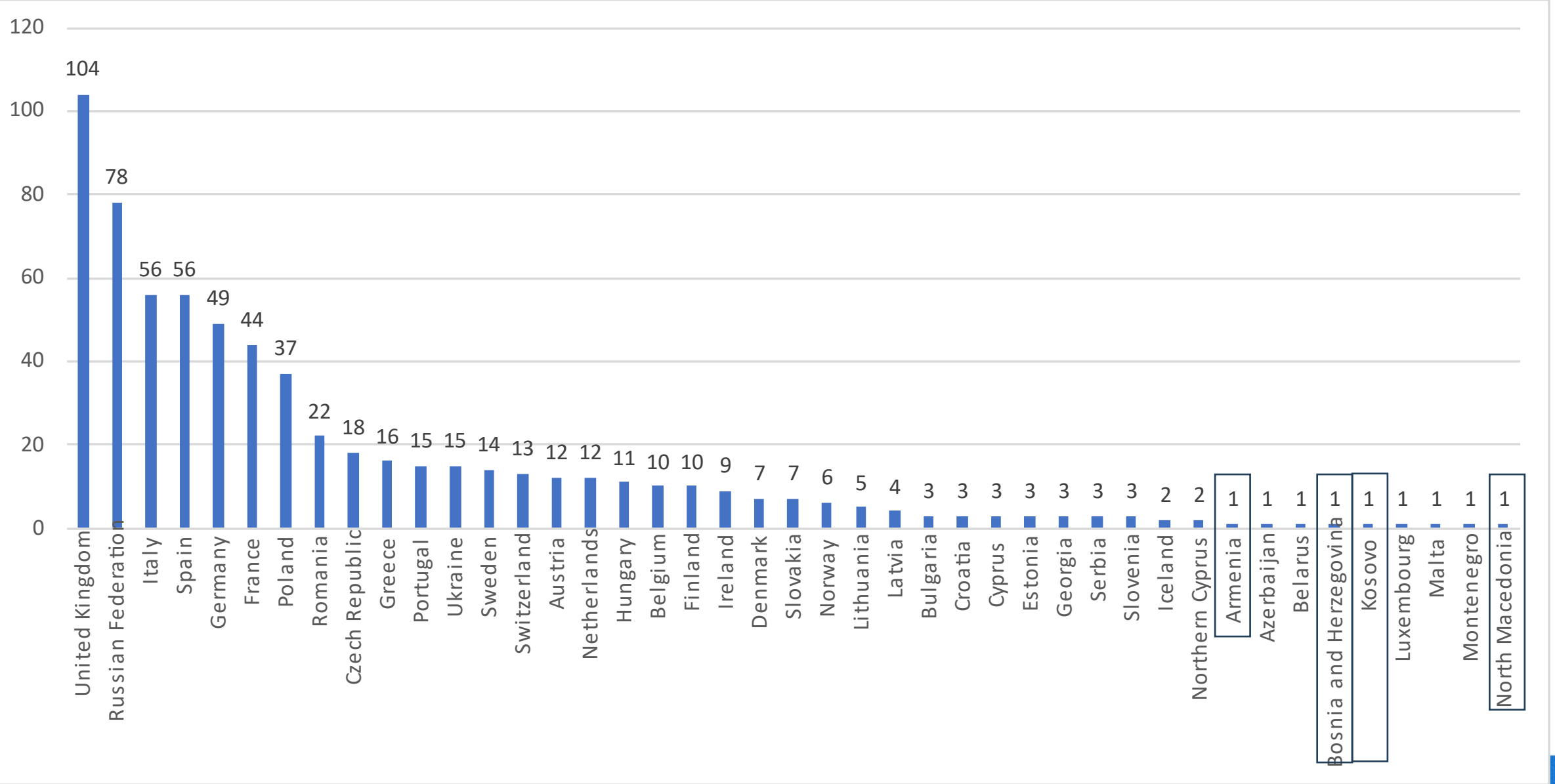
Pillar scores of the 10 European countries with most unis

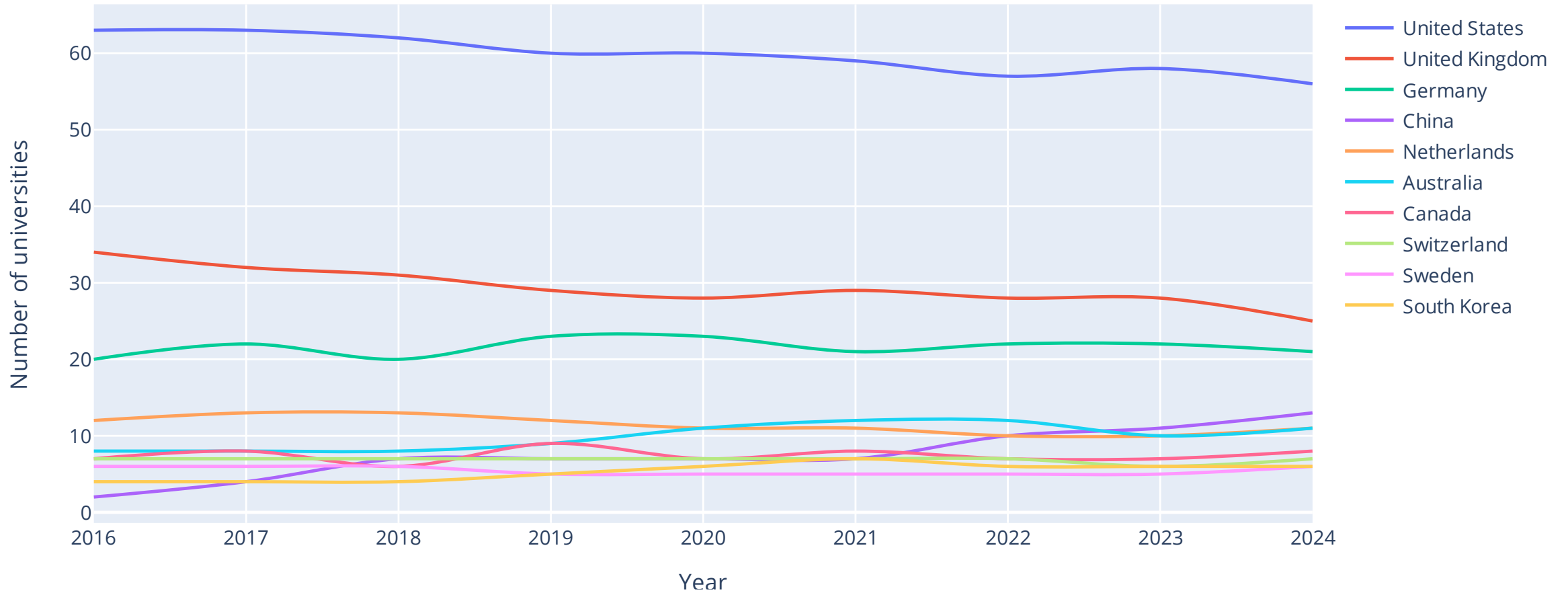Pillar scores of Top 10 European countries

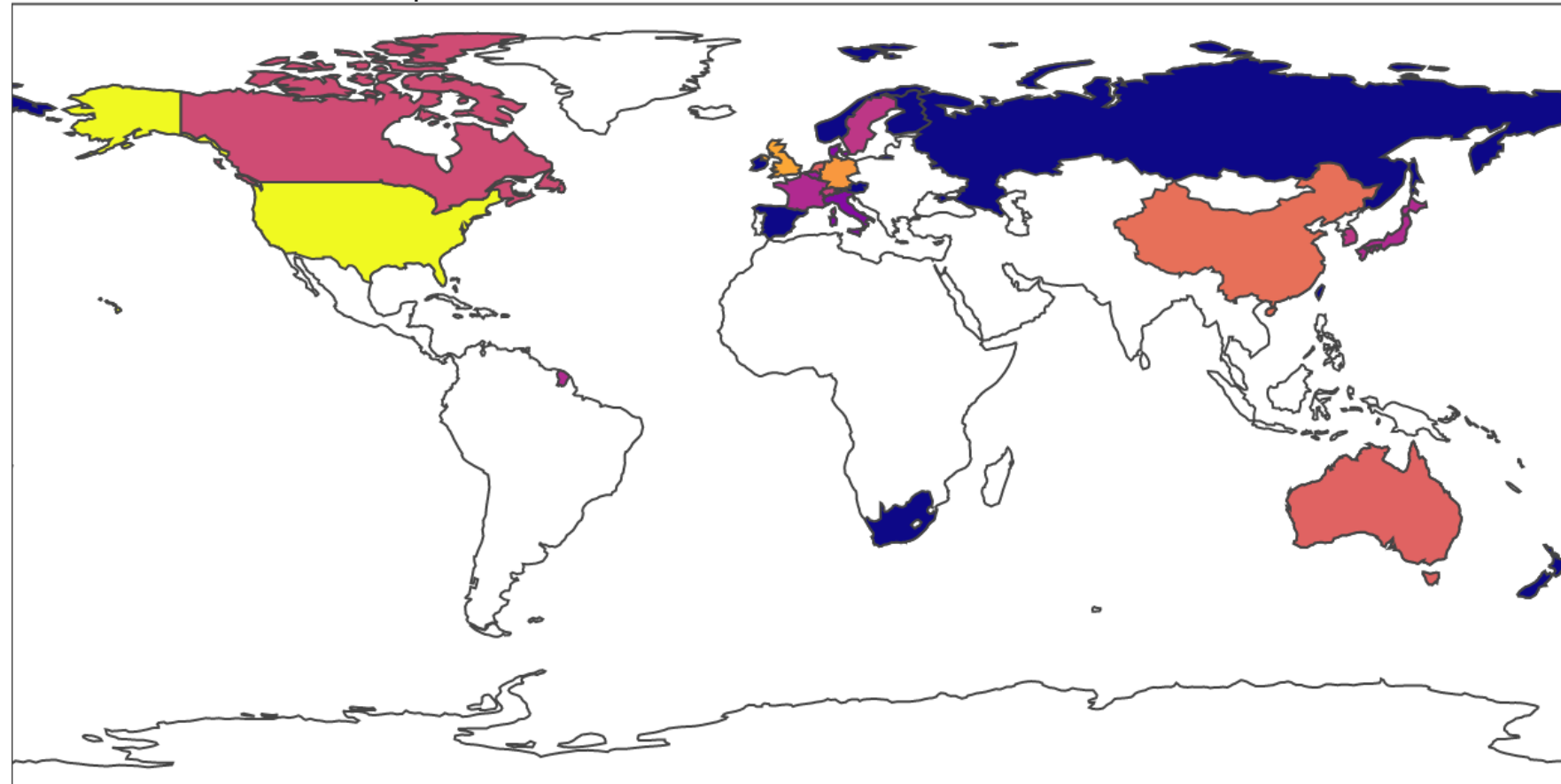# Pillar performance (countries with >6 ranked unis)

Top 200

Number of universities in WUR top 200

# Universities per country in the WUR 2024 Top 200

There are a total of 201 institutions in The World ranked in the World University Rankings 2024 Top 200, from 27 countries
91 institutions from Europe were ranked

country	number unis
United States	56
United Kingdom	25
Germany	21
China	13
Australia	11
Netherlands	11
Canada	8
Switzerland	7
South Korea	6
Sweden	6
France	5
Hong Kong	5
Japan	5
Belgium	4
Denmark	3
Italy	3

Germany

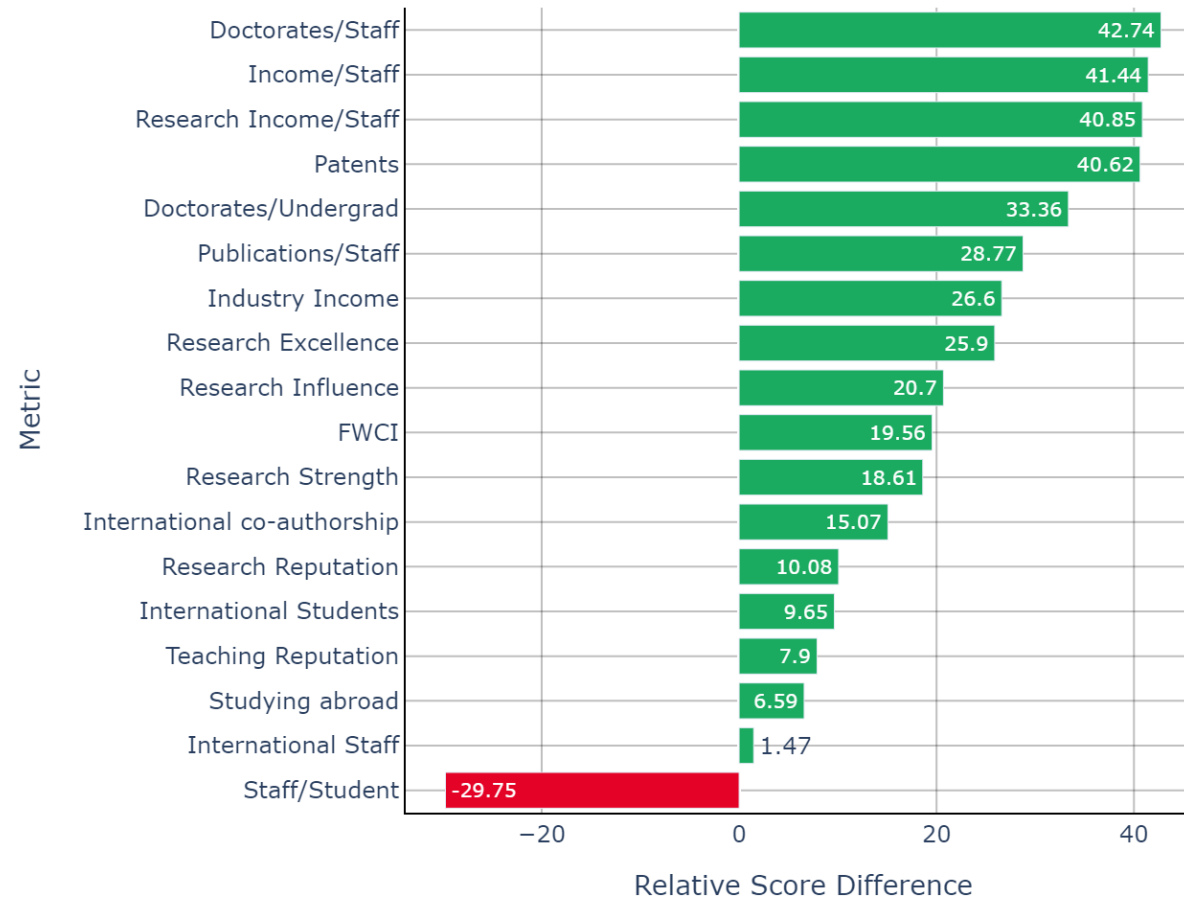Germany vs The World World University Rankings 2024 metrics boxplot

France

France vs The World World University Rankings 2024 metrics boxplot
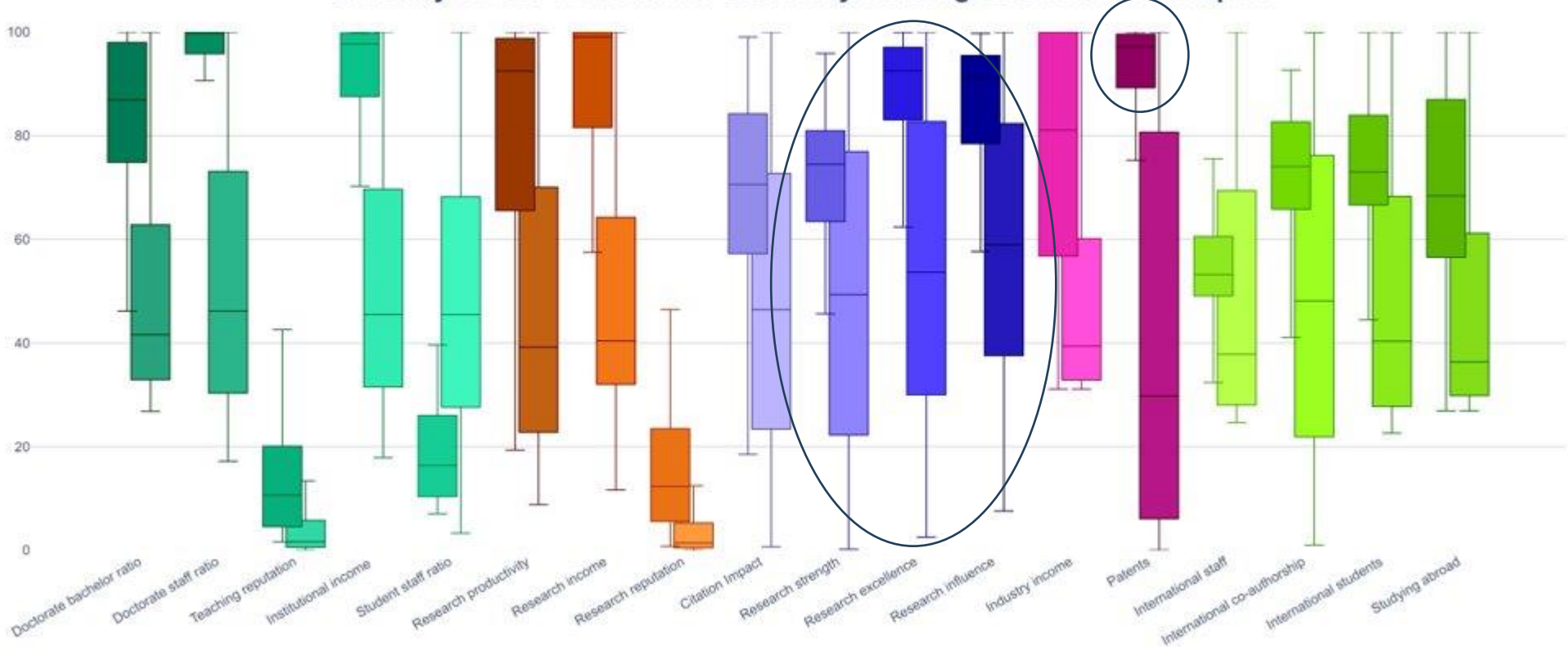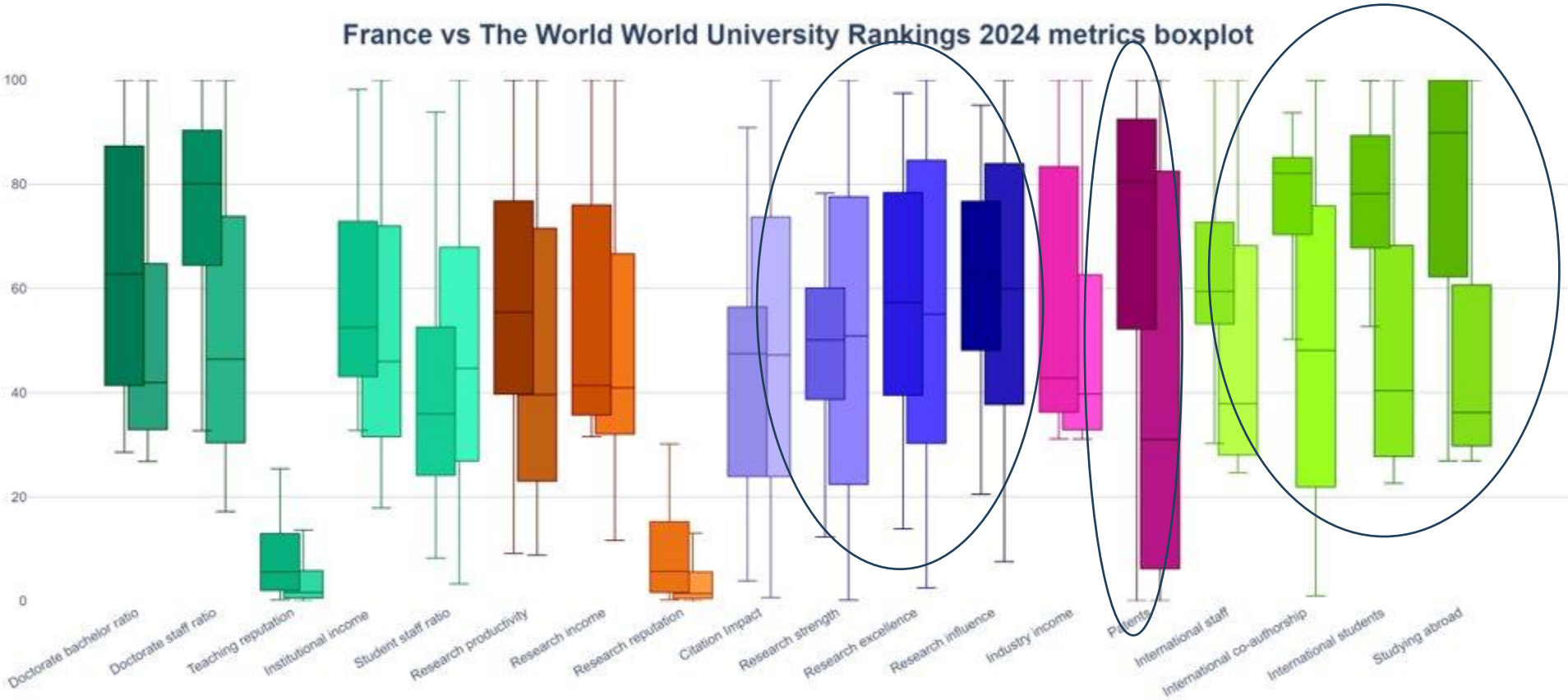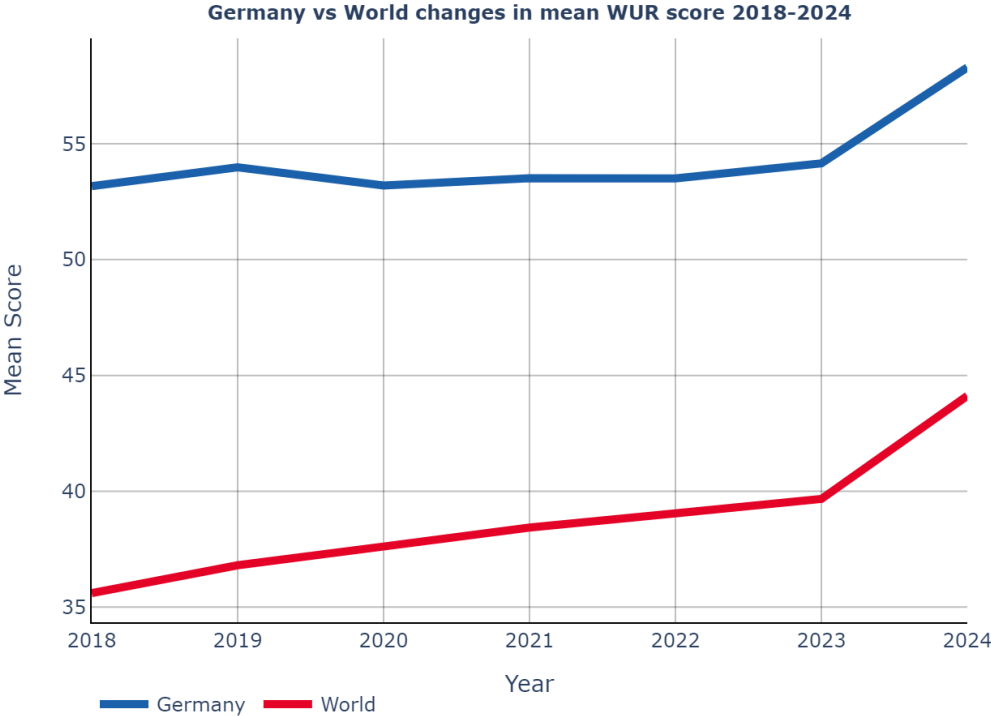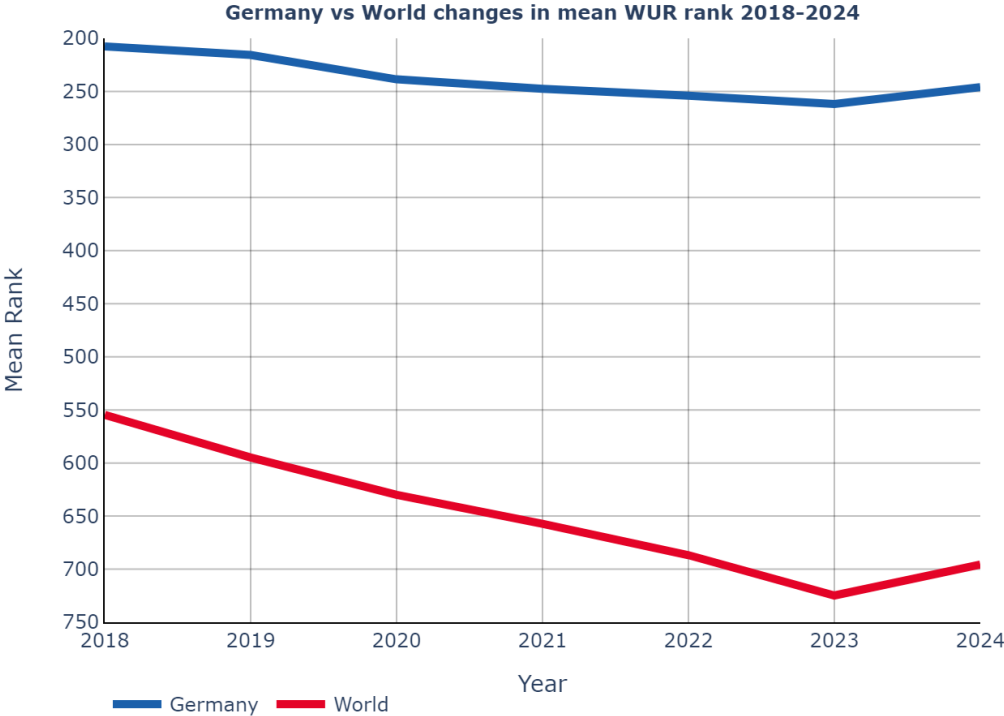
Germany vs Europe 2024 Metric Differences

Germany vs Europe Metric Relative Score Difference 2024

Germany vs World 2018-2024 Overall WUR changes

Germany vs World changes in mean WUR rank 2018-2024
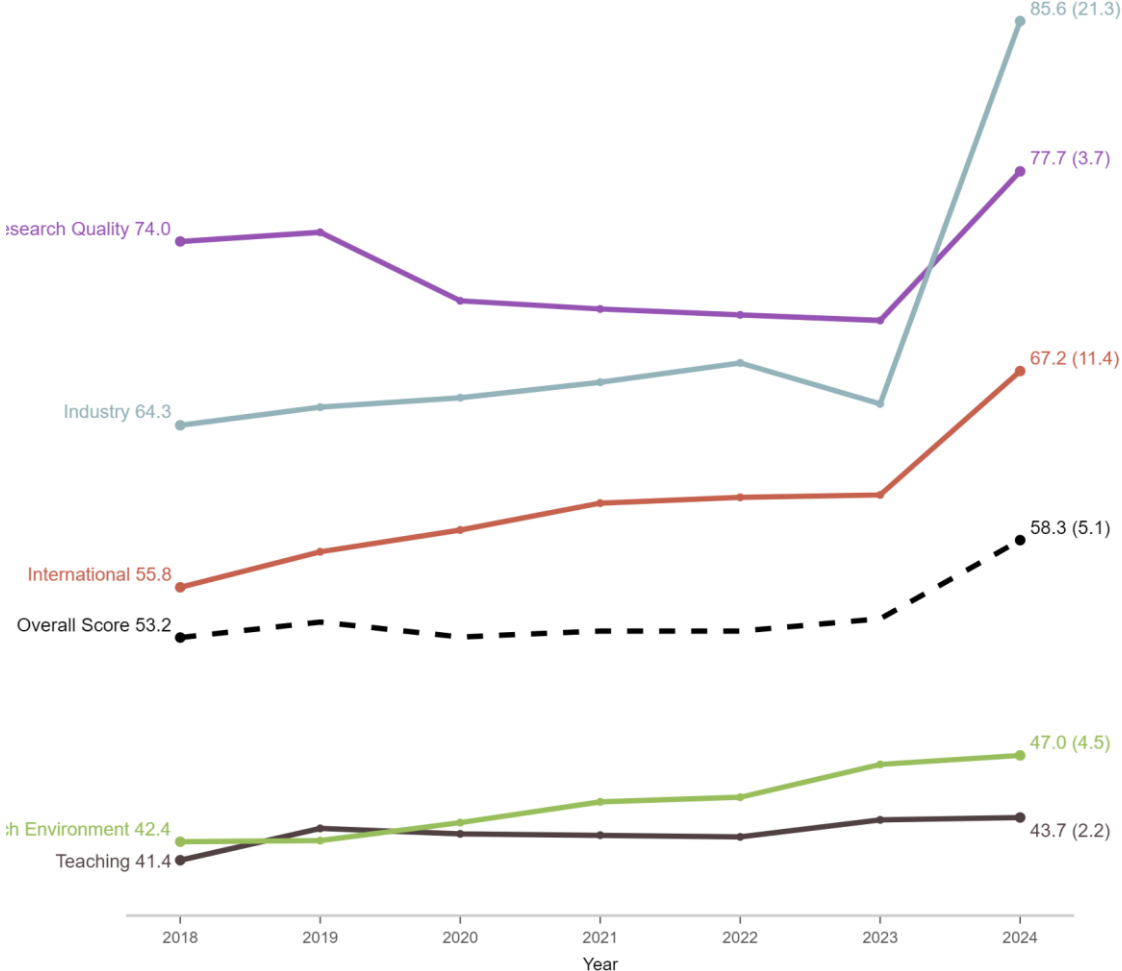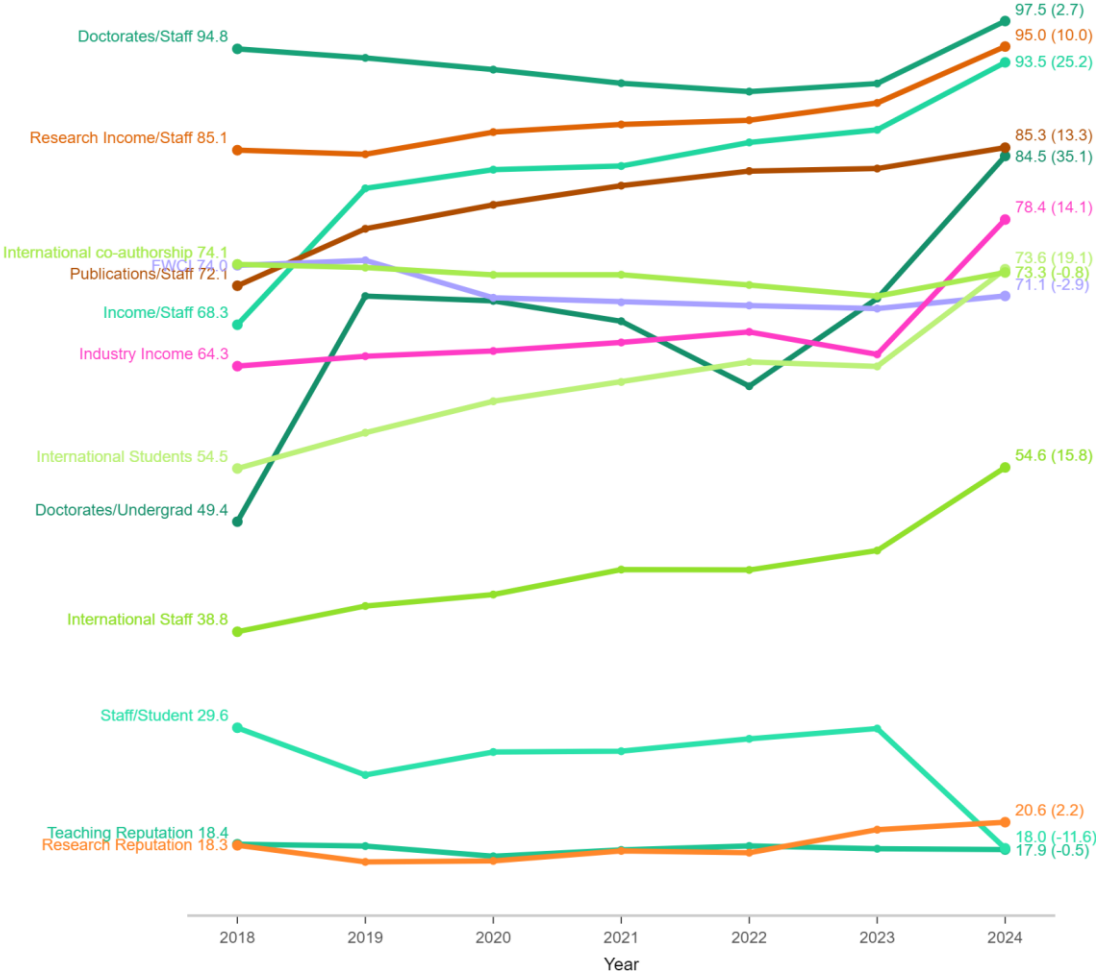
Germany — World

Germany vs World changes in mean WUR score 2018-2024

Germany — World

Germany in World changes in WUR scores 2018-2024

Germany in World: Changes in WUR pillar scores 2018-2024

- 85.6 (21.3)
- 77.7 (3.7)
- Research Quality 74.0
- 67.2 (11.4)
- Industry 64.3
- International 55.8
- 58.3 (5.1)
- Overall Score 53.2
- 47.0 (4.5)
- ch Environment 42.4
- Teaching 41.4
- 43.7 (2.2)

X axis (Year): 2018, 2019, 2020, 2021, 2022, 2023, 2024

Germany in World: Changes in WUR metric scores 2018-2024

- Doctorates/Staff 94.8
- Research Income/Staff 85.1
- International co-authorship 74.1
- Publications/Staff 72.0
- FWCI 72.0
- Income/Staff 68.3
- Industry Income 64.3
- International Students 54.5
- Doctorates/Undergrad 49.4
- International Staff 38.8
- Staff/Student 29.6
- Teaching Reputation 18.4
- Research Reputation 18.3

- 97.5 (2.7)
- 95.0 (10.0)
- 93.5 (25.2)
- 85.3 (13.3)
- 84.5 (35.1)
- 78.4 (14.1)
- 73.6 (19.1)
- 73.3 (-0.8)
- 71.1 (-2.9)
- 54.6 (15.8)
- 20.6 (2.2)
- 18.0 (-11.6)
- 17.9 (-0.5)

X axis (Year): 2018, 2019, 2020, 2021, 2022, 2023, 2024
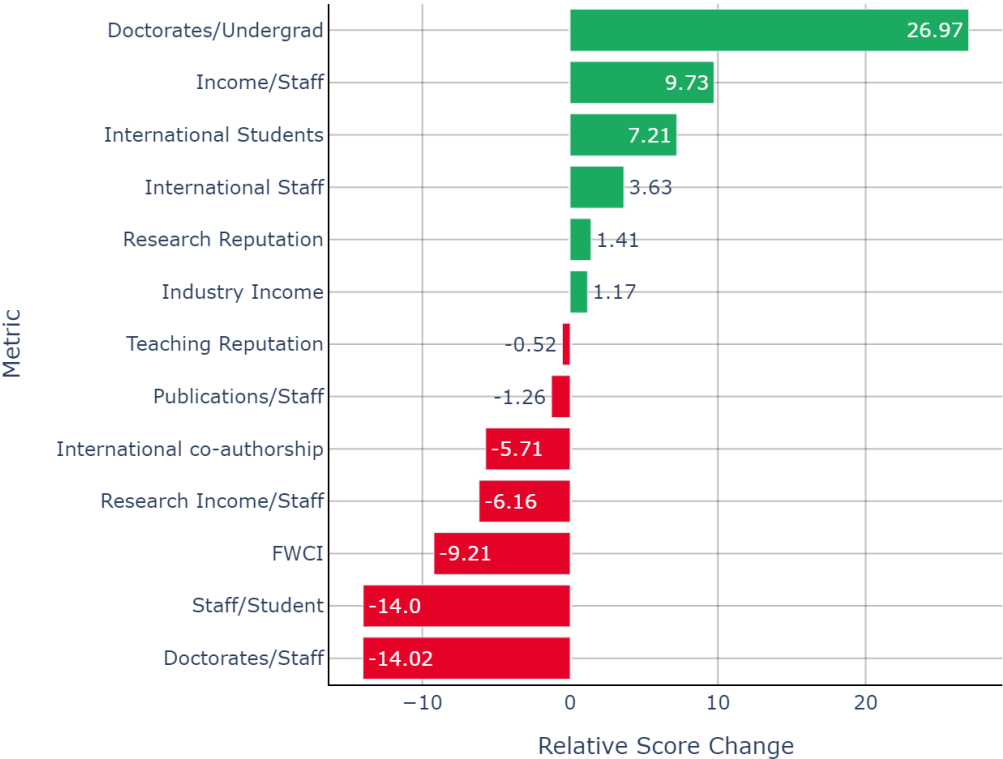
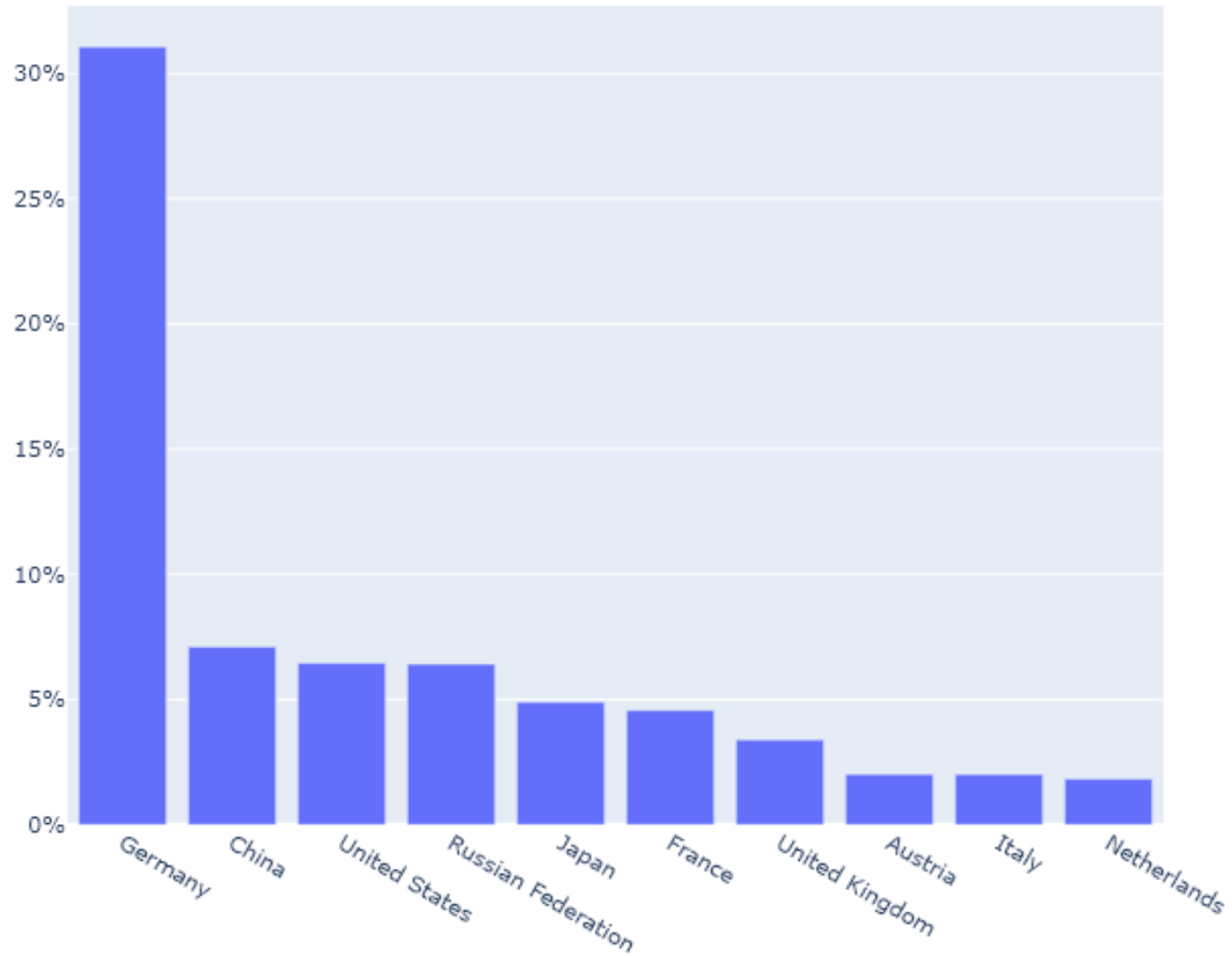# Germany vs World 2018-2024 Metric changes

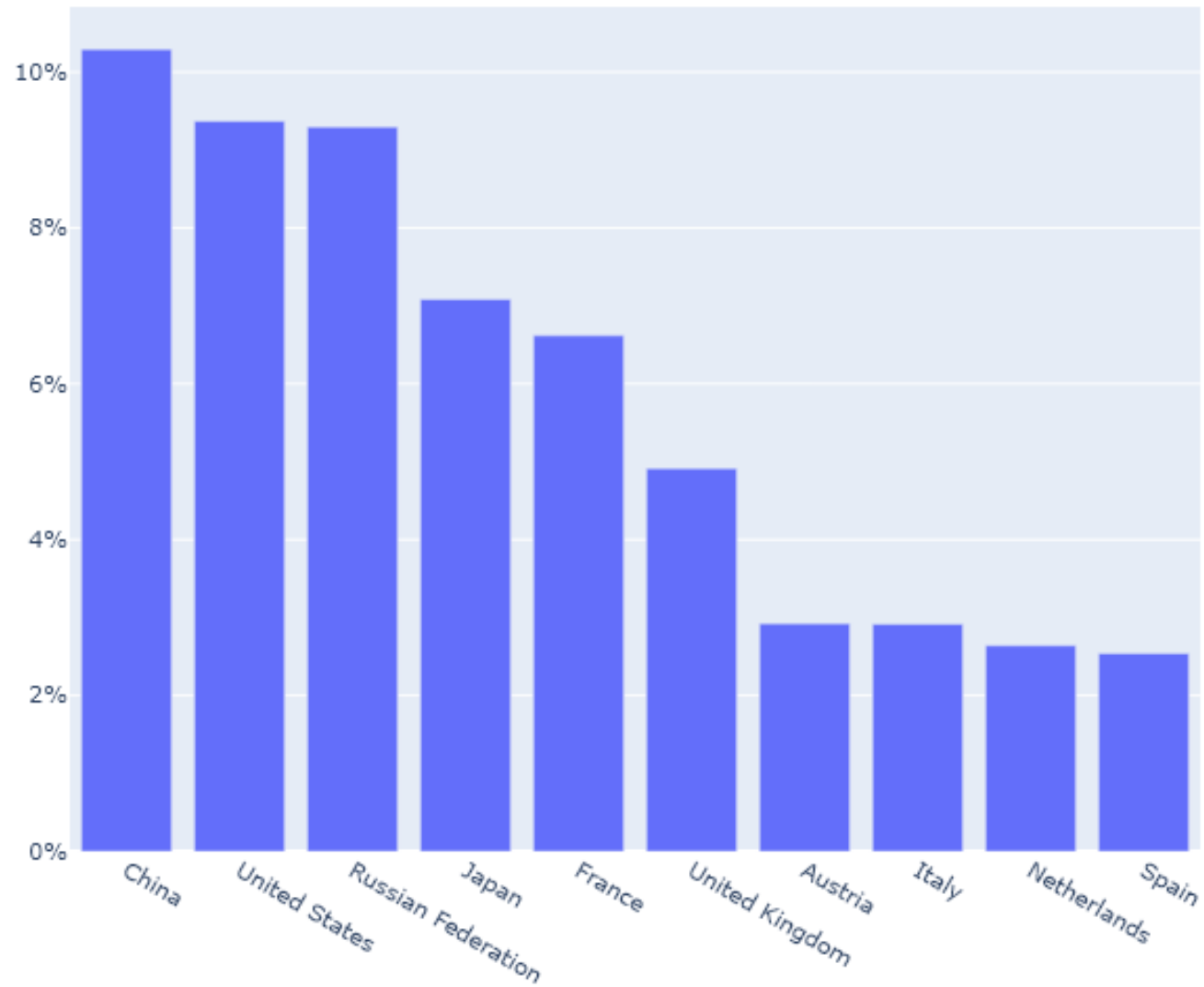Germany vs World Metric Score Change 2018-2024
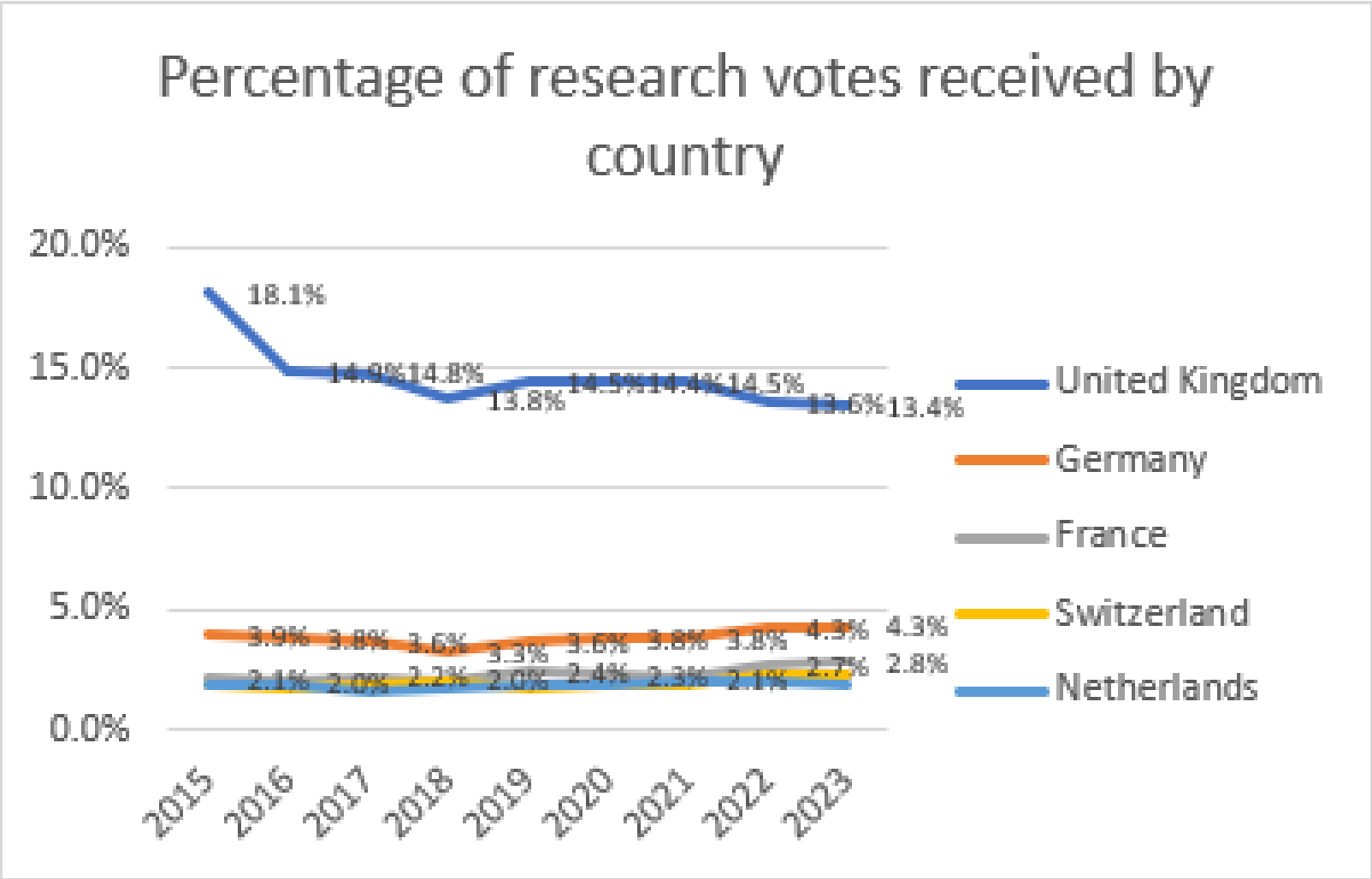
Germany vs World Metric Relative Score Change 2018-2024

Overall vote origination by country - Germany 2023

Overall vote origination by country - Germany 2023

Reputation voting patterns

Percentage of research votes received by country

THE
Consultancy

Times Higher Education

THE Consultancy

Our expertise

- The THE Consultancy team provide strategic, data-driven guidance to **universities**, **governments**, and **corporates** globally.
- Building on our vast sector expertise and long history, we support our partners to build effective and sustainable strategies aligned to their unique mission.
- Understanding that all organisations are unique, we combine proprietary and primary data to design customised solutions.
- Our consultancy practice harnesses THE's strong network in the sector, utilising engagement of global stakeholders within our analyses.
- Offering both short-term and long-term solutions, our expert consultants diagnose areas of strength and provide evidence-based guidance on the implementation of recommendations for improvement.

Rankings and Performance Analysis

Sustainability

Reputation and Brand

Internationalisation and Transnational Education (TNE)

Industry Insights

Research Strategy

Portfolio and Course Analysis

Bespoke Solutions

Reputation and Branding

Academic Reputation Survey Data Analysis

Brand Snapshot
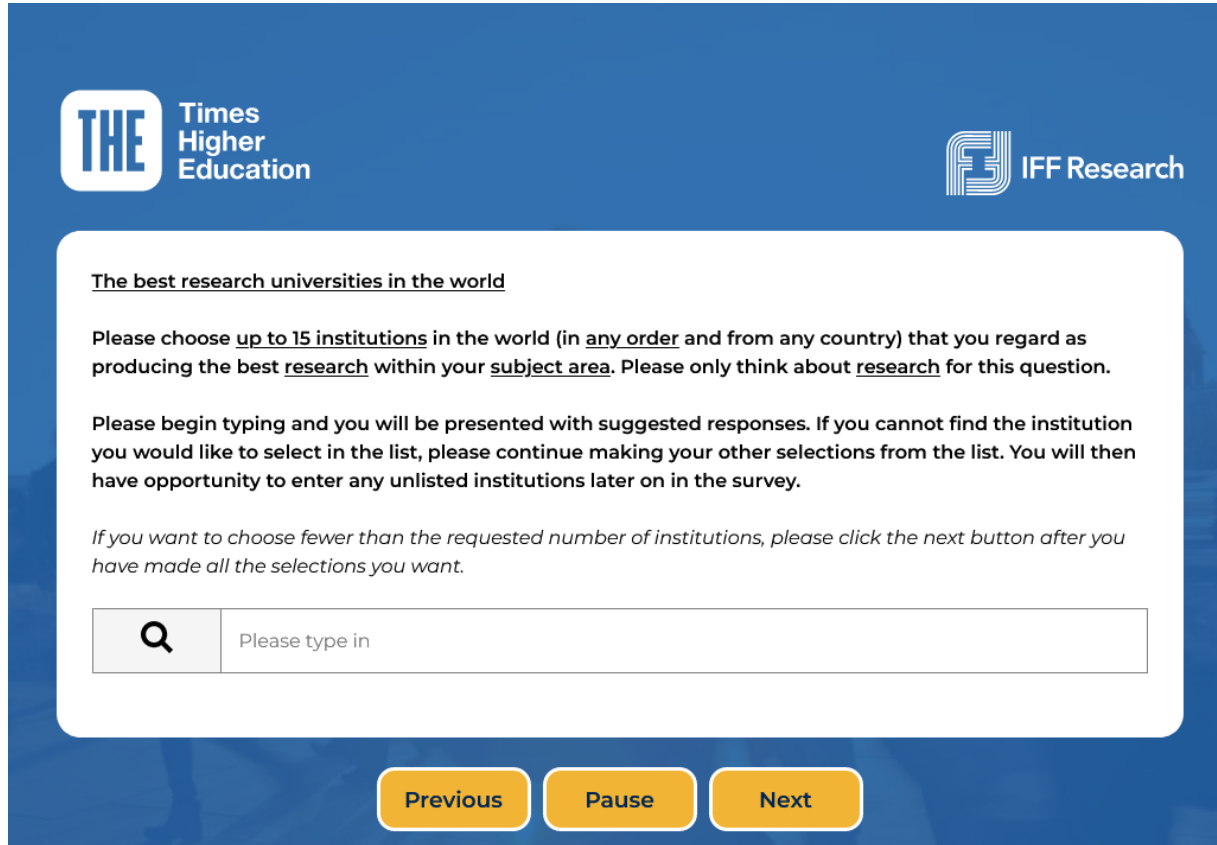
Triple Test

Stakeholder Interviewing

Digital Brand Diagnostic

Branding Workshop

Academic Reputation Survey Data Analysis

Analysis of THE's Academic Reputation survey, which provides an in-depth understanding of the institution's reputation.

Elements include:

- Breakdown of each institution's votes by subject, country, and demographic of voters (e.g., age and job roles)
- Comparison of teaching and research votes
- Motivation behind respondents votes for each university

Brand Snapshot

Review of an institution's brand assets, with five identified peers utilizing the Brand Snapshot Framework

Methodology:

- Website of institution and peers will be assessed by two independent consultants.
- Qualitative element – consultant's response to brand values, website design etc.
- Quantitative element – rating elements on a scale of 1 to 5
- Overall scores calculated based on variety of elements including logo uniqueness, content, student and research branding etc.

Triple Test

Quantitative 'internal' survey that requires stakeholders to provide three (3) answers to key open-ended questions about the institution.

Questions include:
- Strengths of institution
- Main competitors
- Messaging
- Partnerships

What 3 words best describe your university?

Stakeholder Interviewing

To further understand stakeholders' perception of your institution, we can conduct **qualitative assessment** of key stakeholders of the institution.
Groups may include:
- Current and prospective students
- Staff
- Industry partners
- Alumni
- Parents

Questions:
- What is the current perception of the university's teaching, research and international reputation?
- Who are the university's competitors regionally, nationally and internationally?
- What is the university known for?
- Why would you collaborate (or not collaborate) with the university?

Digital Brand Diagnostic

- Quantitative assessment of an institution's digital brand.

- By using several digital monitoring and intelligence tools, we generate dynamic, real-time insight into metrics that power an institution's digital brand.

- Each metric provides insight into content profiled and strategies employed as part of universities' communications strategies.

- All metrics will be benchmarked against **five** peers of the institution's choice

Branding Workshop

A bespoke training workshop designed to give an institution an overview of their current branding and reputation, including a summary of their reputational performance.

Elements include:

- Summary of the institution's Academic Reputation Survey results

- Audit of the institution's website

- Branding and marketing case studies

- Understanding how branding plays a role in reputation, international collaborations and partnership

- Overall recommendations to support the institution's branding and marketing strategies

Q&A

Participate in the Impact Rankings

Scan today:

Times Higher Education
Impact Rankings