Agenda

- World University Rankings 2024
- Methodology Review
- Germany Trends and Analyses
- Solutions
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.
Our Rankings

**TEACHING**

*Focus:* student satisfaction, employer reputation, graduation rate + more

*Participation rules:* country specific

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**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

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**IMPACT & SUSTAINABILITY**

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

*Participation rules:* all UG or PG higher education institutions
Methodology

Reputation survey: 33.00
- Teaching reputation: 15.00
- Research reputation: 18.00
  - Student staff ratio: 4.50
  - Doctorate bachelor ratio: 2.00
  - Doctorate staff ratio: 5.50
  - Institutional income: 2.50
  - Research income: 5.50
  - Research productivity: 5.50
- Teaching: 29.50
  - Citation Impact: 15.00
  - Industry income: 2.00
  - International students: 2.50
  - International staff: 2.50
  - Industry: 4.00
  - Research strength: 5.00
  - Research excellence: 5.00
  - Research influence: 5.00
  - Patents: 2.00
  - International co-authorship: 2.50
- Research Environment: 29.00
- Research Quality: 30.00
  - International Outlook: 7.50

University submission: 29.75

Bibliometric data: 37.25

Ranking: 100.00

New metrics
20th Anniversary of THE World University Rankings

Number of universities which submitted data to THE World University Rankings

<table>
<thead>
<tr>
<th>Year</th>
<th>Ranked</th>
<th>Unranked</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>284</td>
<td>844</td>
</tr>
<tr>
<td>2017</td>
<td>342</td>
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<td>2018</td>
<td>360</td>
<td>1103</td>
</tr>
<tr>
<td>2019</td>
<td>385</td>
<td>1258</td>
</tr>
<tr>
<td>2020</td>
<td>423</td>
<td>1397</td>
</tr>
<tr>
<td>2021</td>
<td>467</td>
<td>1526</td>
</tr>
<tr>
<td>2022</td>
<td>455</td>
<td>1662</td>
</tr>
<tr>
<td>2023</td>
<td>730</td>
<td>1799</td>
</tr>
<tr>
<td>2024</td>
<td>769</td>
<td>1904</td>
</tr>
</tbody>
</table>
What is Field Weighted Citation Impact?

Let’s say I published a journal article in 2019 on artificial intelligence, and it received 6 citations so far...

...and the average number of citations received by publications of the same type, same year and same subject 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”? 
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
Germany Trends and Analyses
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

<table>
<thead>
<tr>
<th>University</th>
<th>2024</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical University of Munich (TUM)</td>
<td>=30</td>
<td>30</td>
</tr>
<tr>
<td>Ludwig Maximilians University Munich (LMU)</td>
<td>=38</td>
<td>33</td>
</tr>
<tr>
<td>Heidelberg University</td>
<td>47</td>
<td>43</td>
</tr>
<tr>
<td>Humboldt-Universität zu Berlin</td>
<td>=87</td>
<td>=86</td>
</tr>
<tr>
<td>RWTH Aachen University</td>
<td>90</td>
<td>=99</td>
</tr>
<tr>
<td>The University of Bonn</td>
<td>91</td>
<td>89</td>
</tr>
<tr>
<td>Charité - Universitätsmedizin Berlin</td>
<td>94</td>
<td>73</td>
</tr>
<tr>
<td>University of Tubingen</td>
<td>=95</td>
<td>=86</td>
</tr>
<tr>
<td>Freie Universität</td>
<td>102</td>
<td>=91</td>
</tr>
<tr>
<td>Georg-August-Universität Göttingen</td>
<td>=111</td>
<td>=119</td>
</tr>
<tr>
<td>University of Freiburg</td>
<td>128</td>
<td>113</td>
</tr>
</tbody>
</table>
Ranked universities by country in Europe

- United Kingdom: 104
- Russia: 78
- Italy: 56
- Spain: 56
- Germany: 49
- France: 44
- Poland: 37
- Czech Republic: 22
- Greece: 18
- Portugal: 16
- Ukraine: 15
- Sweden: 14
- Austria: 13
- Netherlands: 12
- Hungary: 12
- Belgium: 11
- Finland: 11
- Ireland: 10
- Denmark: 10
- Slovakia: 9
- Norway: 7
- Lithuania: 6
- Latvia: 4
- Bulgaria: 3
- Croatia: 3
- Cyprus: 3
- Estonia: 3
- Georgia: 3
- Serbia: 3
- Slovenia: 3
- Iceland: 2
- Northern Cyprus: 2
- Armenia: 1
- Azerbaijan: 1
- Belarus: 1
- Bosnia and Herzegovina: 1
- Kosovo: 1
- Luxembourg: 1
- Malta: 1
- Montenegro: 1
- North Macedonia: 1
Pillar scores of the 10 European countries with most unis

Pillar scores of Top 10 European countries

- United Kingdom
- Russian Federation
- Spain
- Italy
- Germany
- France
- Poland
- Romania
- Czech Republic
- Greece

- teaching_score
- research_environment_score
- research_quality_score
- industry_score
- international_score
Pillar performance (countries with >6 ranked unis)
Top 200

Number of universities in WUR top 200

- United States
- United Kingdom
- Germany
- China
- Netherlands
- Australia
- Canada
- Switzerland
- Sweden
- South Korea
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.

<table>
<thead>
<tr>
<th>country</th>
<th>number unis</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>56</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>25</td>
</tr>
<tr>
<td>Germany</td>
<td>21</td>
</tr>
<tr>
<td>China</td>
<td>13</td>
</tr>
<tr>
<td>Australia</td>
<td>11</td>
</tr>
<tr>
<td>Netherlands</td>
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<tr>
<td>Canada</td>
<td>8</td>
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<tr>
<td>Switzerland</td>
<td>7</td>
</tr>
<tr>
<td>South Korea</td>
<td>6</td>
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<tr>
<td>Sweden</td>
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<td>France</td>
<td>5</td>
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<tr>
<td>Hong Kong</td>
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</tr>
<tr>
<td>Japan</td>
<td>5</td>
</tr>
<tr>
<td>Belgium</td>
<td>4</td>
</tr>
<tr>
<td>Denmark</td>
<td>3</td>
</tr>
<tr>
<td>Italy</td>
<td>3</td>
</tr>
</tbody>
</table>
Germany

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

Germany vs Europe Metric Relative Score Difference 2024

- Doctorates/Staff: 42.74
- Income/Staff: 41.44
- Research Income/Staff: 40.85
- Patents: 40.62
- Doctorates/Undergrad: 33.36
- Publications/Staff: 28.77
- Industry Income: 26.6
- Research Excellence: 25.9
- Research Influence: 20.7
- FWCI: 19.56
- Research Strength: 18.61
- International co-authorship: 15.07
- Research Reputation: 10.08
- International Students: 9.65
- Teaching Reputation: 7.9
- Studying abroad: 6.59
- International Staff: 1.47
- Staff/Student: -29.75

Relative Score Difference
Germany vs World 2018-2024 Overall WUR changes

Germany vs World changes in mean WUR rank 2018-2024

Germany vs World changes in mean WUR score 2018-2024
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

- Germany: 30%
- China: 25%
- United States: 20%
- Russian Federation: 15%
- Japan: 10%
- France: 5%
- United Kingdom: 5%
- Austria: 5%
- Italy: 5%
- Netherlands: 5%
Overall vote origination by country - Germany 2023
Reputation voting patterns

Percentage of research votes received by country

- United Kingdom
- Germany
- France
- Switzerland
- Netherlands
THE Consultancy
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
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: