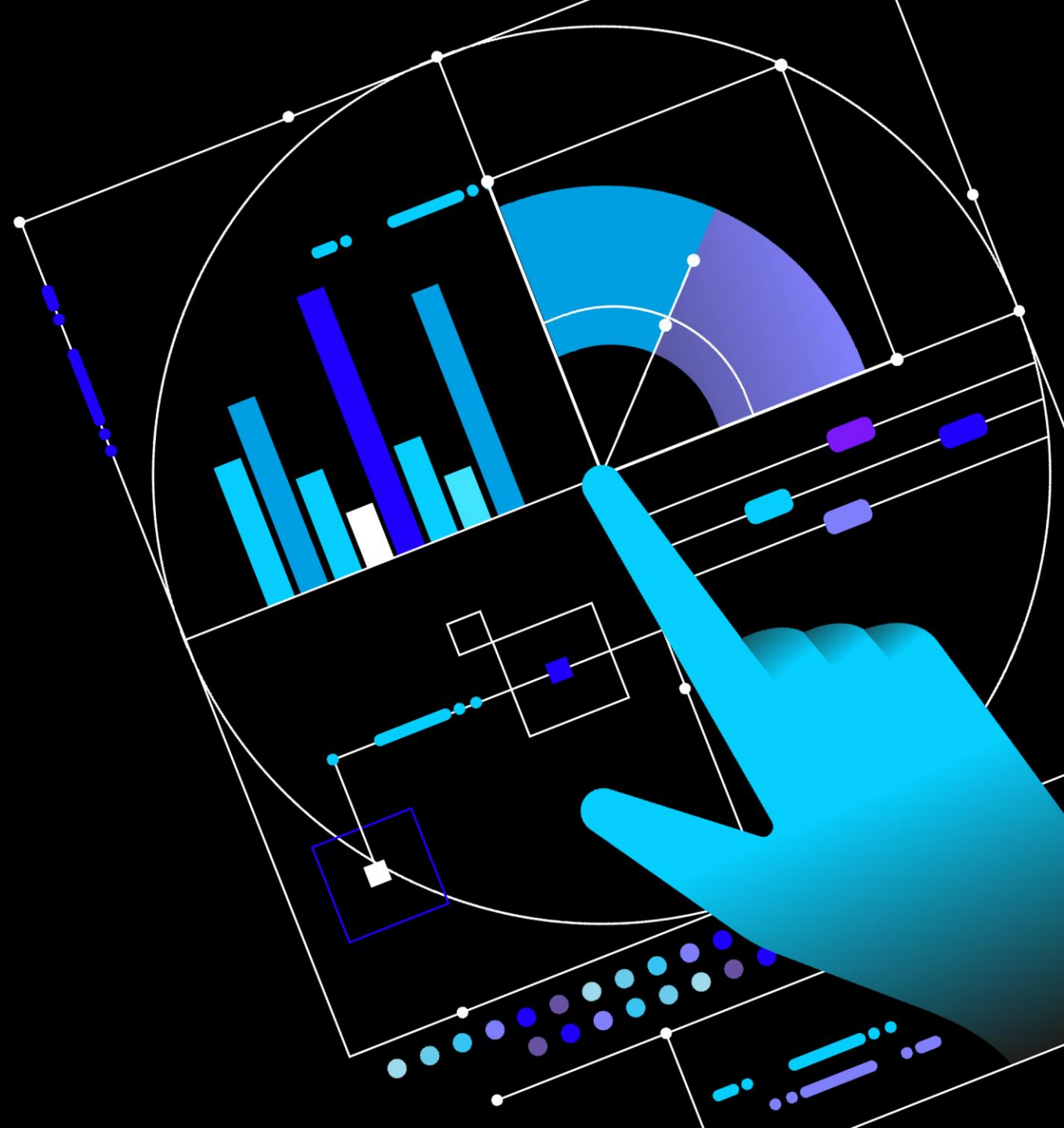




**World
University
Rankings 2025**

The 2025 World University Rankings Masterclass: UK

Duncan Ross
Chief data officer
Times Higher Education



50+ Years of Insights

Empowering higher education by combining data and expertise within a global platform, THE helps universities deliver transformative impact for people, places and the planet.

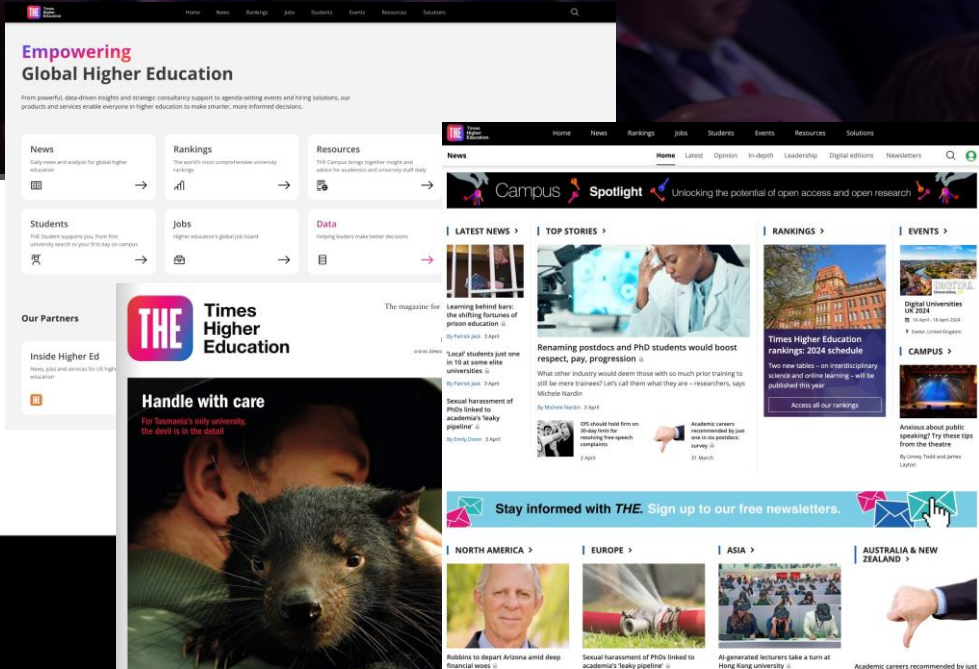
We connect the world's higher education community, facilitate the flow of ideas and talent, and help academics and students fulfil their potential.

We are proud to support universities, and believe that together we will build a better, more sustainable future.

1971



2024



Our Rankings

RESEARCH



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

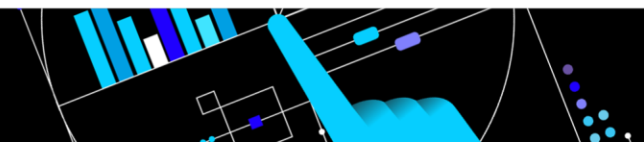
Participation rules: 1,000+ publications over 5 years, teach undergraduates across a range of subjects

IMPACT & SUSTAINABILITY



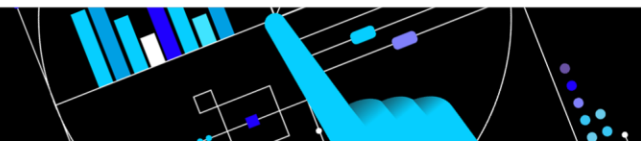
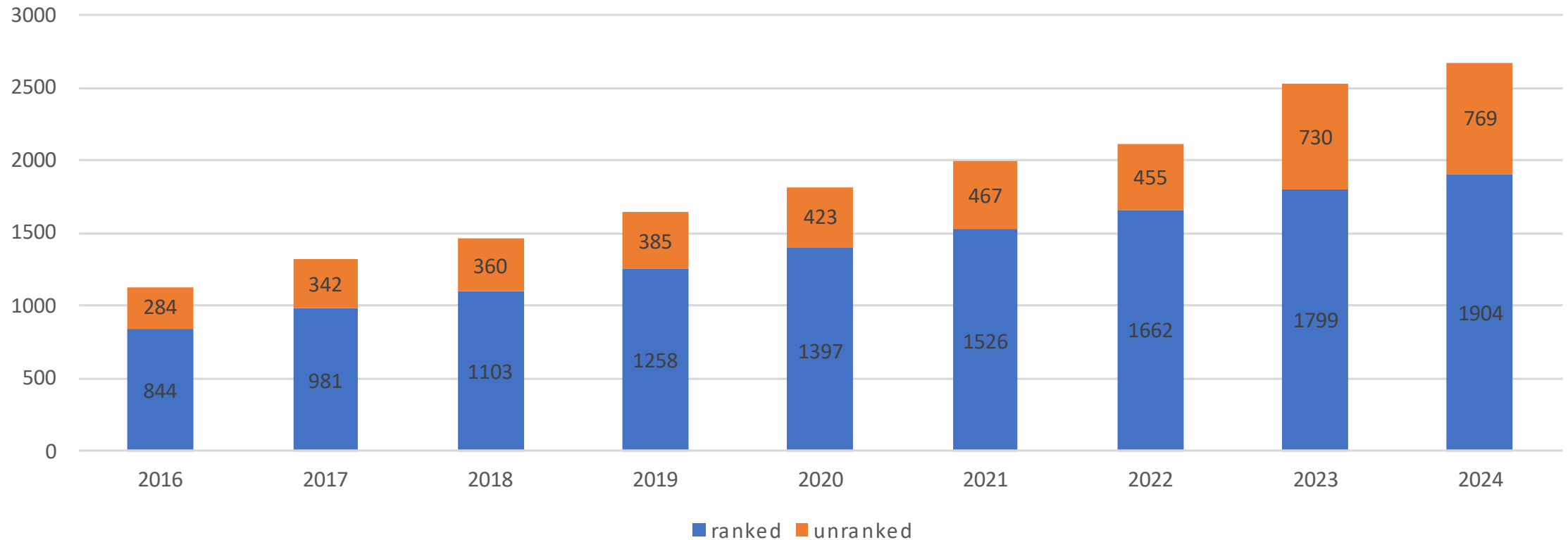
Focus: research, teaching, stewardship and outreach against the UN's 17 Sustainable Development Goals

Participation rules: all UG or PG higher education institutions



WUR 2024: 20th Anniversary of THE World University Rankings

Number of universities which submitted data to THE World University Rankings



2092 Ranked Universities



Africa moves up the rankings

Africa's representation is surging, as more institutions develop their research infrastructure, increase research productivity and seek to compete with the best in the world. Nigeria added six universities to the global rankings, taking its total to 21, while in the north, Egypt added seven to reach 35.

Seven countries make their debuts in the world rankings: Bahrain; Democratic Republic of the Congo; Mongolia; Paraguay; Rwanda; Syria and Uzbekistan, as their universities begin to compete in global research.

And, the two decades since the first ranking have not just witnessed the emergence of a much more diverse range of countries with universities represented among the growing global research elite – it has also seen a surge in performances that challenge the traditionally dominant Western nations.

NEWS

Oxford University keeps global top spot



GETTY IMAGES

The university has kept the top spot in the world for the ninth year in a row

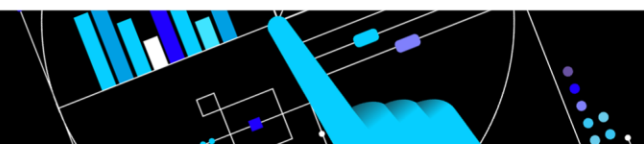
Emily Ford & PA News

BBC News

9 October 2024 · 19 Comments

The University of Oxford has kept top place in an international league table for a record-breaking ninth year in a row.

It's featured in the first position of the [Times Higher Education \(THE\) world rankings](#).



The world's biggest university ranking

Universities

The world's biggest university ranking

Universities submitted data

2,860

Number of countries represented

133

Bibliometrics

In partnership with **ELSEVIER**

Research papers

18m

Citations

157m

Universities Data

The world's largest data gathering exercise from universities

Data values

472,694

Data fields collected

216

Academic Survey

The world's largest academic survey

Respondents

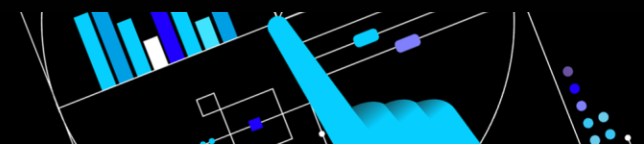
93,440

Votes

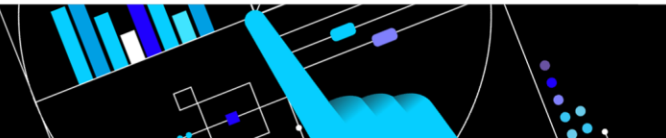
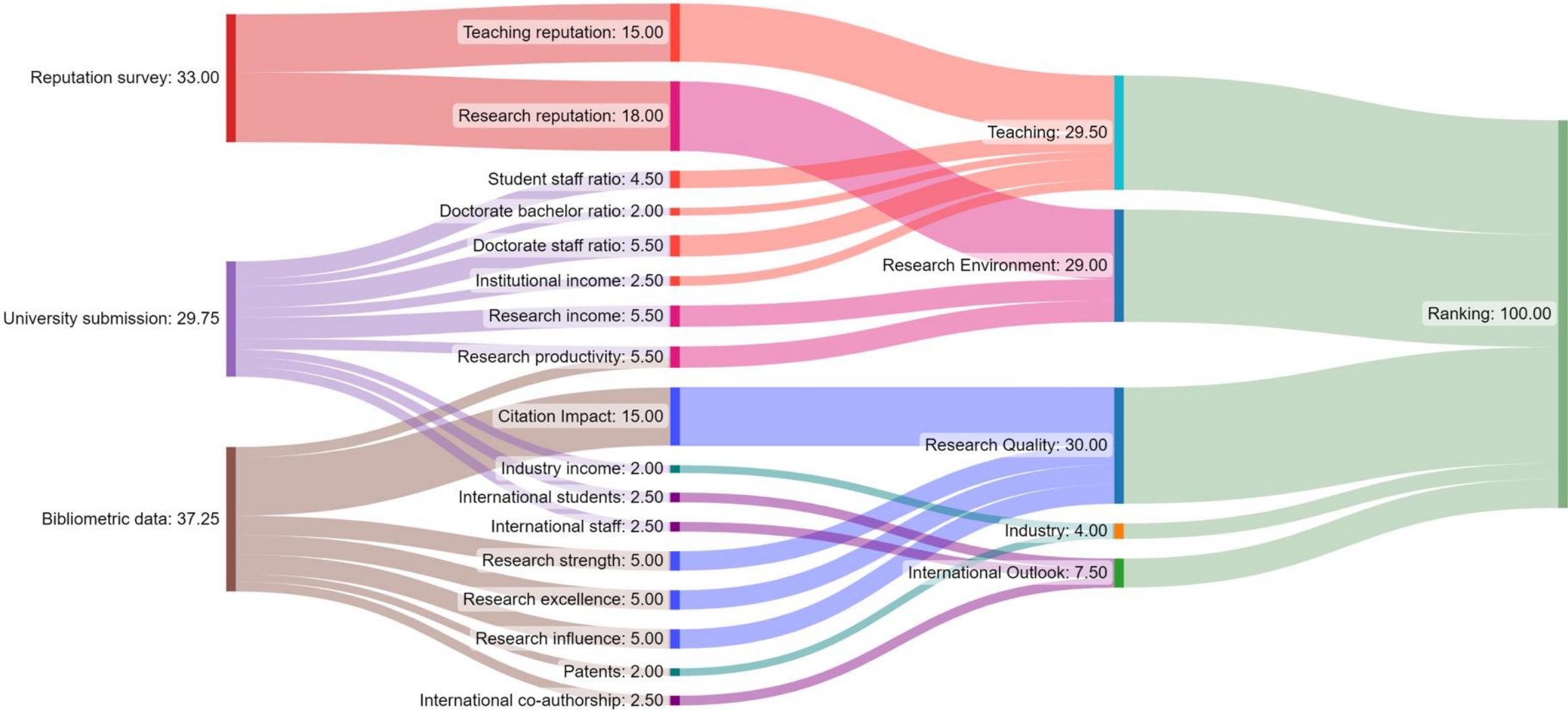
1,288,684

Countries

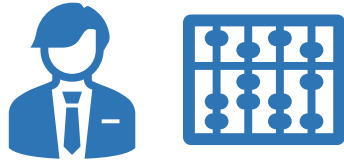
199



Methodology



Data Source – University submissions



Nominated data provider

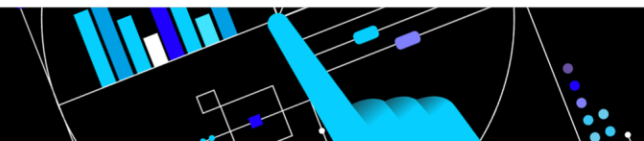


Institutional scope
Institutional data



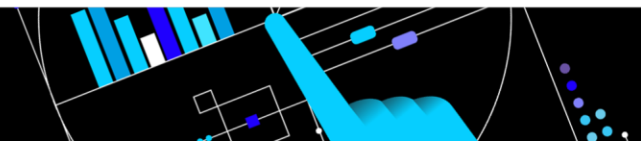
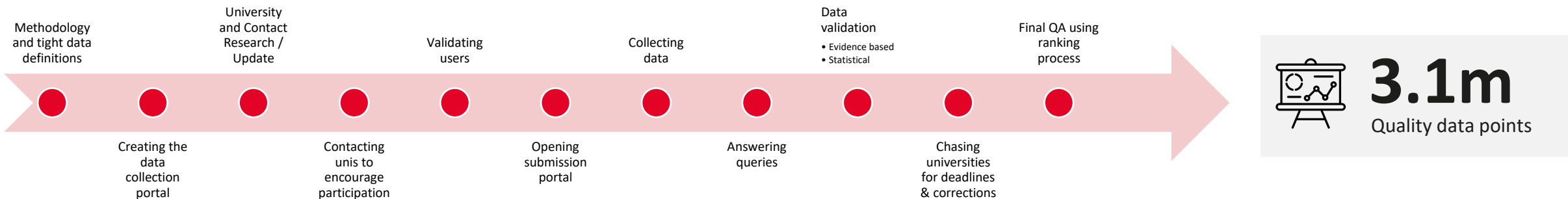
Publicly available data
Year on year
Data submitted for other rankings
Similar institutions

profilerankings@timeshighereducation.com



Key building block: University performance data

- Data is collected direct from universities every year
- Data is collected for the entire university, and in 11 broad subject areas
- Data is validated using statistical techniques, and verified against over 70 external datasets – more are added each year

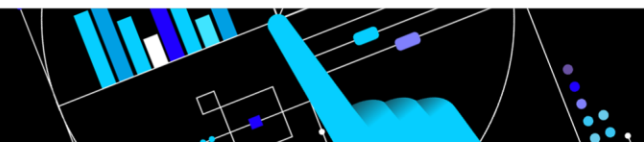


Financial fairness

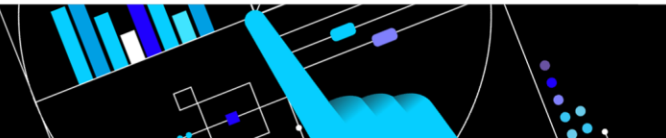
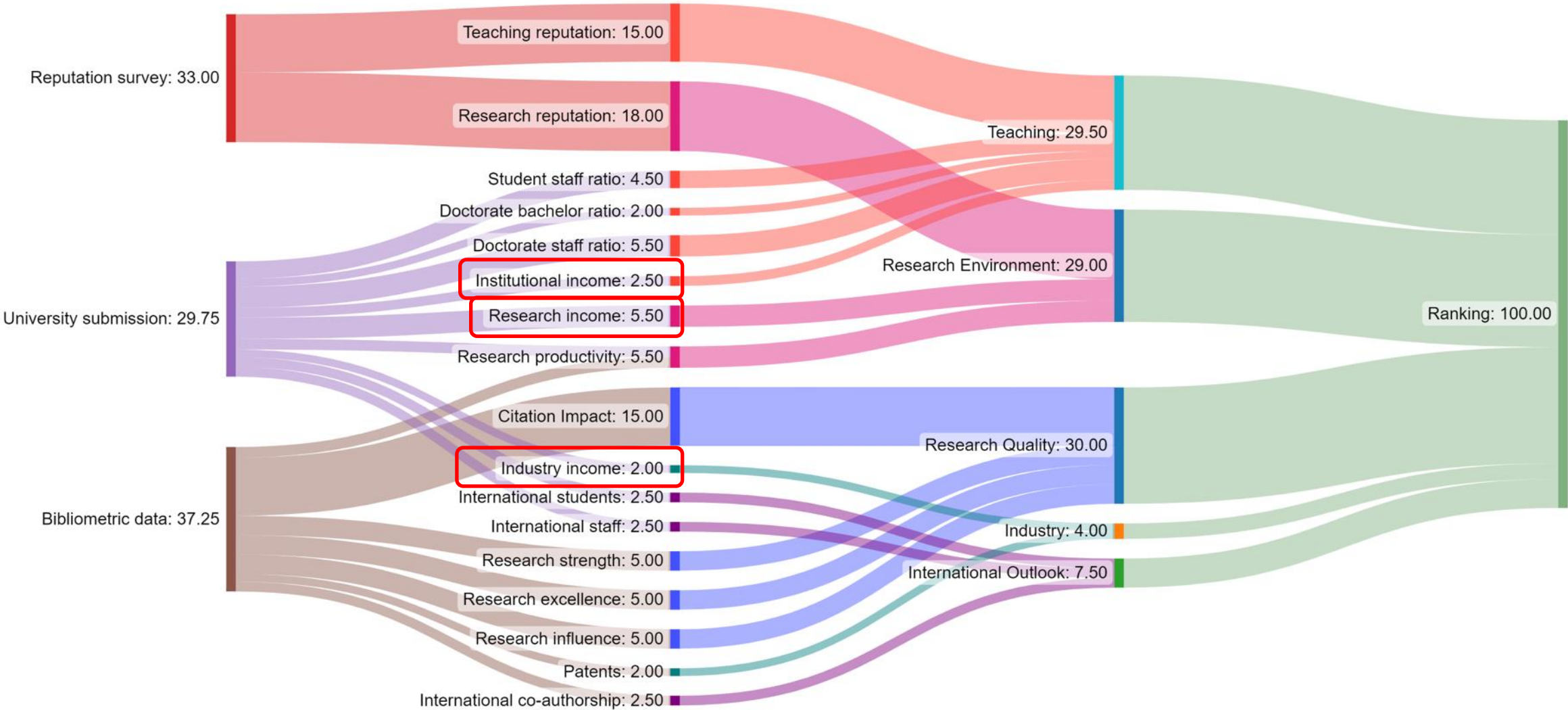
- Domestic currency vs reporting currency
- Conversion to domestic currency
- Purchasing power parity
- Conversion to PPP USD

Example

- University A in Hong Kong reports 1,000,000 USD as their industry income
- Average USD:HKD exchange rate in 2022 is 7.83
 $1,000,000 \text{ USD}$
 $= 1,000,000 * 7.83 \text{ HKD}$
 $= 7,830,000 \text{ HKD}$
- PPP rate for HKG in 2022 is 5.55
 $7,830,000 \text{ HKD}$
 $= 7,830,000 / 5.55 \text{ PPP USD}$
 $= 1,410,810 \text{ PPP USD}$



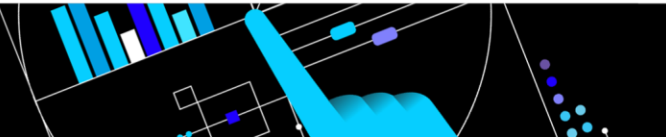
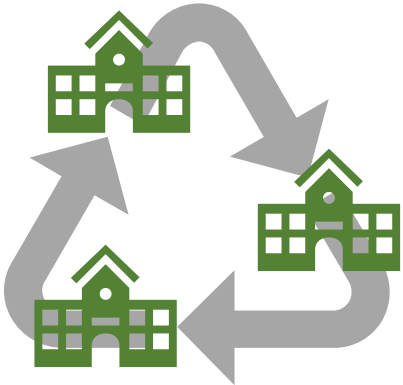
Financial fairness



Data Source – Academic Reputation Survey



<u>2023</u>		<u>2024</u>
38796		55689
524305		764379



Key building block: Academic Survey

Key participation criteria

- Strictly invitation-only (universities cannot make nominations or supply contact lists, and individuals cannot nominate themselves for participation)
- Academics must have at least one cited research paper and have published in the last 5 years.

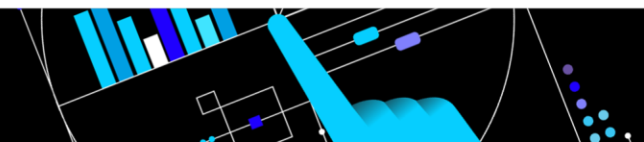
Survey

- 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, both in general and in their direct experience
- The survey is translated into 12 languages

Fair representation

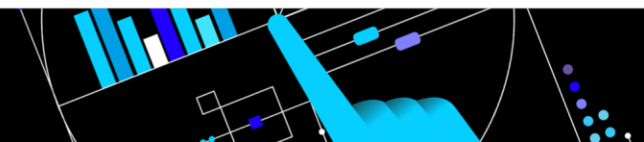
- Results are benchmarked using UNESCO data to ensure the ranking is representative of the global distribution of scholars, both by country and subject

Survey runs 1st November to 31st January annually



Academic survey details

	1	2	3	4	5	6
	Data sources	Initial participation rules	Selection method	Stratification	Quality checks	Number of responses
New approach	Contact details from <i>openly available research papers</i>	Have published at least once in last five years, <i>with one or more citations</i>	Random	1) National based on country, 2) Subject based on previous survey results*	National and <i>university level</i>	c 55,000
Previous approach	Contact details from research papers <i>within Scopus</i>	Have published at least once in last five years. <i>Not included in another Elsevier survey.</i>	Random	1) National based on country, 2) Subject based on previous survey results	Mainly national level only	c 10,000

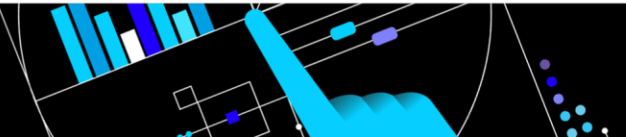


Effect of new approach

The new in-house survey attracts more than 5 times as many votes as the previous out-sourced survey, giving us far more representation, plus deeper insight as we know more about the respondents

	2021 (Elsevier)	2023 (In house)	2024 (In house)	Ratio 2021-2024
Respondents	10,963	38,796	55,037	500%+
Ranking votes	149,536	524,305	764,397	510%+
Countries participating	128	166	193	150%
Response rate	1.6%	1.8%	1.8%	

WUR 2025 will utilise reputation survey results from 2023 and 2024 surveys, utilising more than 5.2 times as many votes in the reputation metrics compared to WUR 2022



Changes to reputation

Self voting is not wrong, unless it is abused

- Self votes are now limited to a maximum of 10% of an institution's votes
- Only a small number of institutions are affected

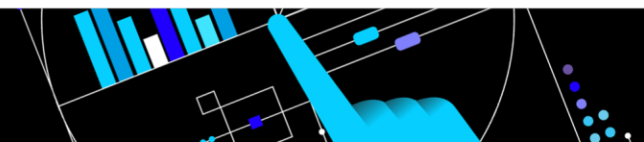


Voting distribution

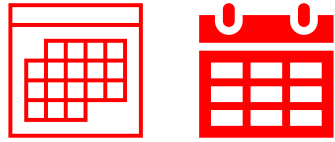
- Where votes come from a small range of institutions it may be an indicator of inappropriate behaviour
- We are now limiting the ratio of votes per institution to 15:1
- Less than 15 institutions are affected

Country distribution

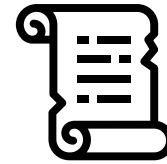
- The current dataset of national researcher numbers is being discontinued
- Need to find a new stratification approach



Data Source – Bibliometric data



2019-2023



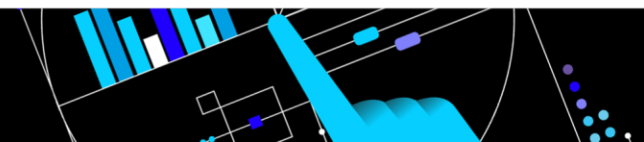
Journal papers, conference proceedings, books, book chapters, reviews



Discontinued journals



Patent offices increased from 5 to 103 (of which 43 have valid data)



Partnership with Elsevier

THE and Elsevier have recently renewed their partnership agreement.

THE will now be calculating bibliometric measures directly from the source data, with support from Elsevier.

Both companies will share expertise, experience and data to support the sector.

Key building block: Bibliometrics

Data comes from Elsevier's Scopus dataset

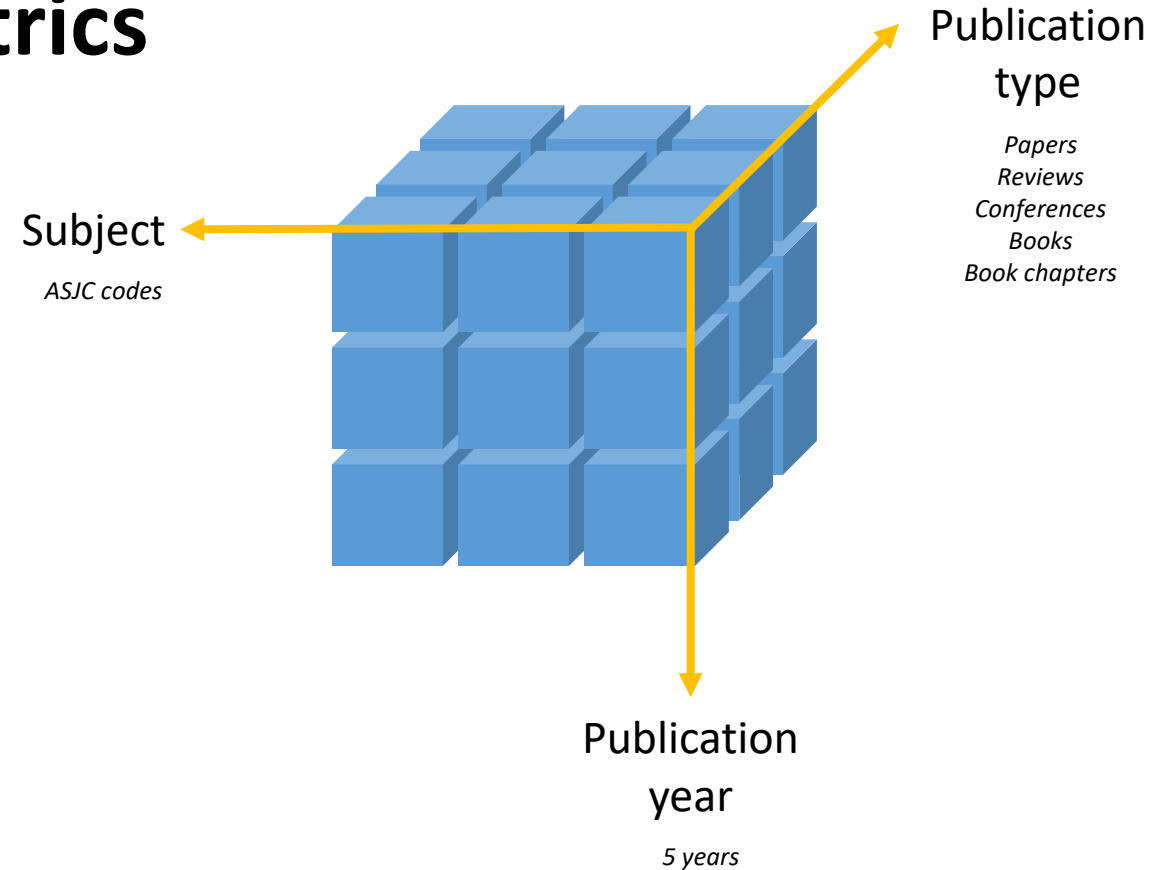
A fundamental measure is Field Weighted Citation Impact.

We want to calculate the average number of citations that a piece of research from an institution receives

We normalise by

- Year
- Type of publication
- Subject

Within each cell we compare a paper to the average



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 $6/2 = 3$

Research Quality Metrics

Citation Impact

- Mean FWCI of an institution's research output

Research Strength

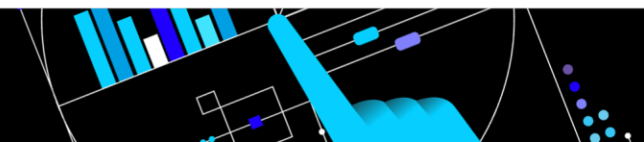
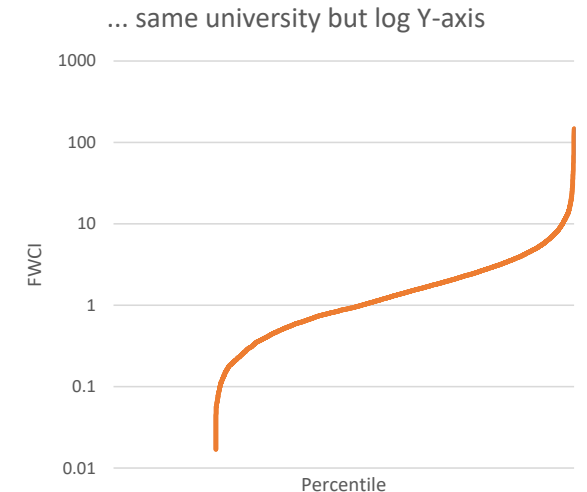
- 75th percentile FWCI of an institution's research output

Research Excellence

- Number of papers in top 10% by FWCI

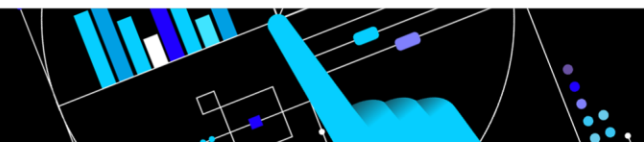
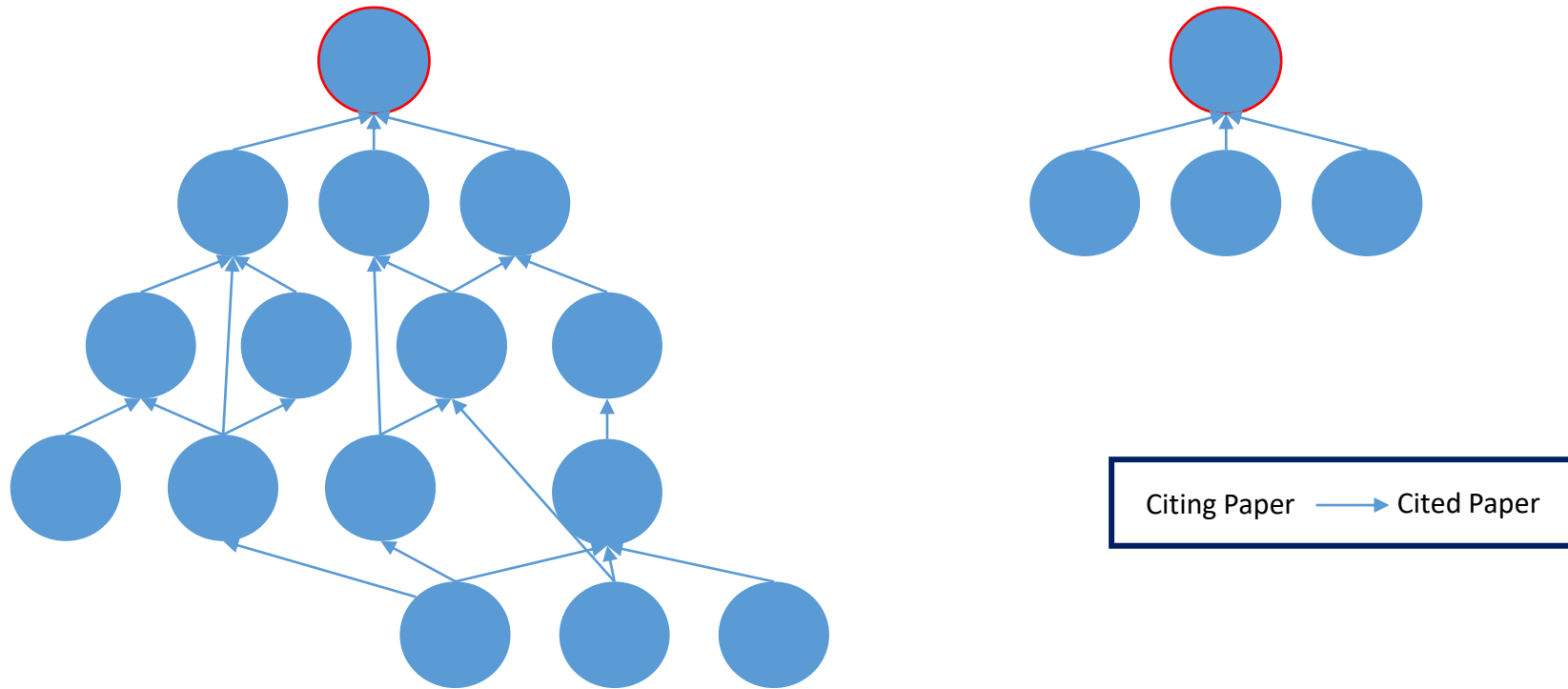
Research Influence

- Network of citations rather than just one level of citation

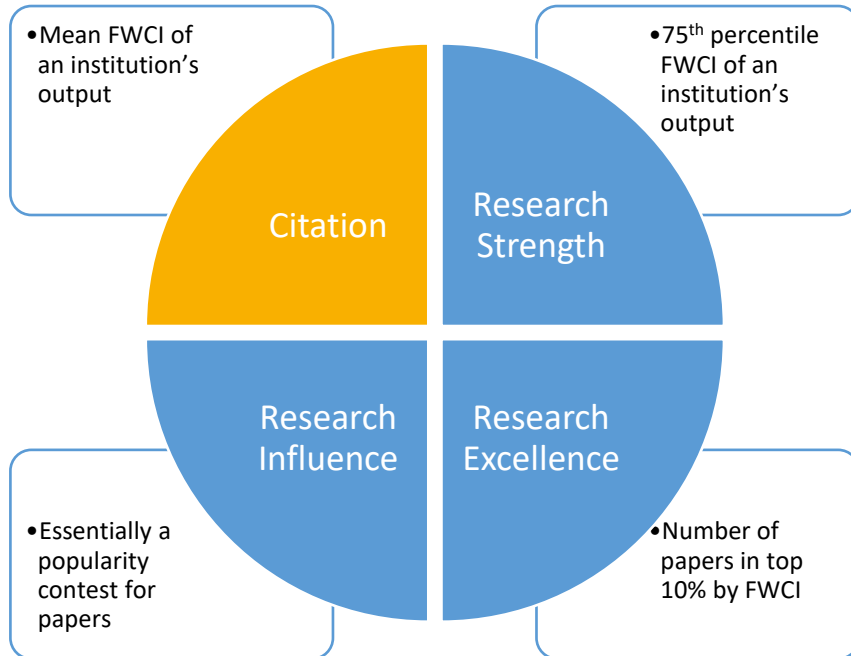


Research Influence - Papers

Taking a broader look at how citations interlink gives us deeper insight into the value of research

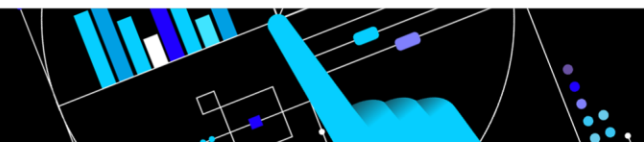


Research Quality in the World University Rankings



WUR 2025 Research Quality Top 10

- Massachusetts Institute of Technology
- Stanford University
- Harvard University
- Carnegie Mellon University
- University of California, Berkeley
- Vita-Salute San Raffaele University
- Princeton University
- University of Oxford
- Imperial College London
- Humanitas University
- UCL

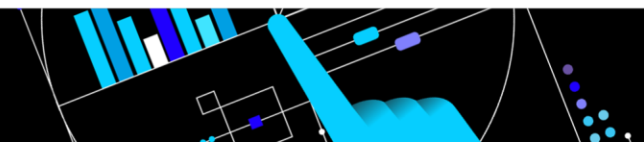


Effect on participation rules

Using a basket of bibliometric measures makes the assessment of quality more stable and robust.

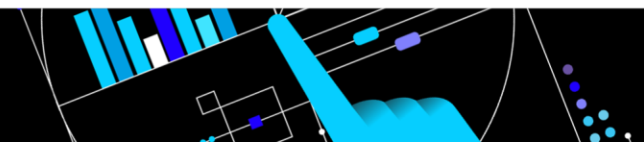
We expect that this will enable us to reduce the number of papers required for participation in the World University Rankings

- Initial reduction in the number of papers per year (maintaining an overall requirement)
- Possible reduction in the overall number of papers required
- Ability to build more sophisticated approaches accounting for subject balance

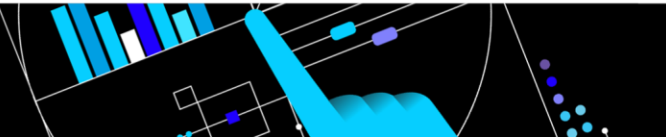
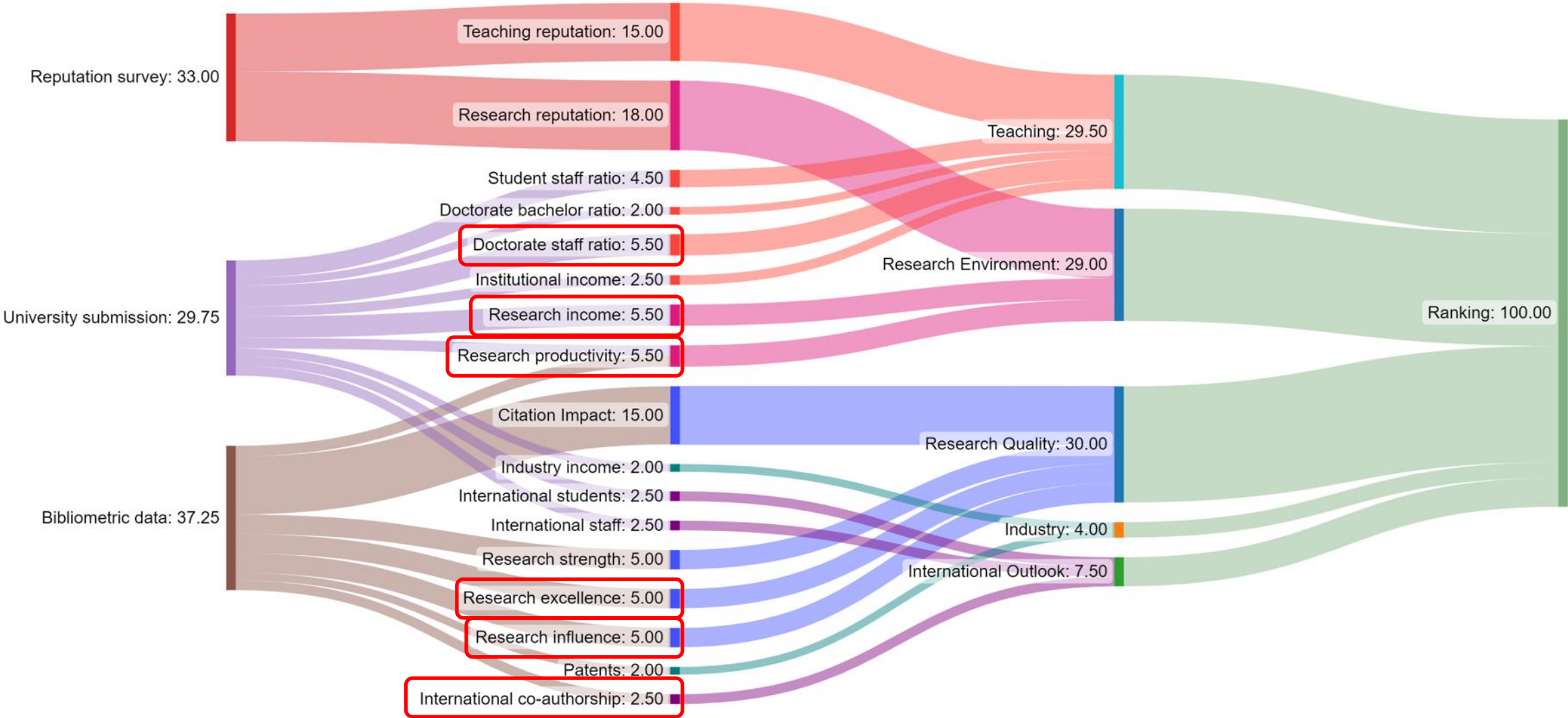


Industry: Patents

- 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.
- This is a count of patents, normalised by staff numbers.

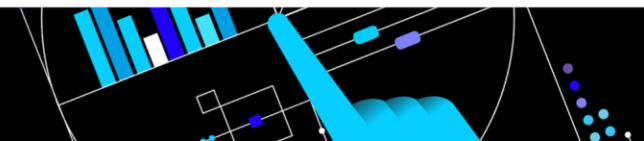


Fairness across subjects

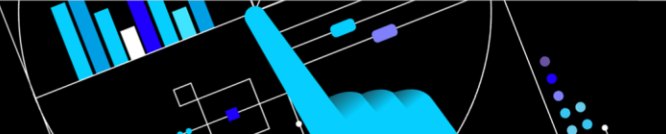
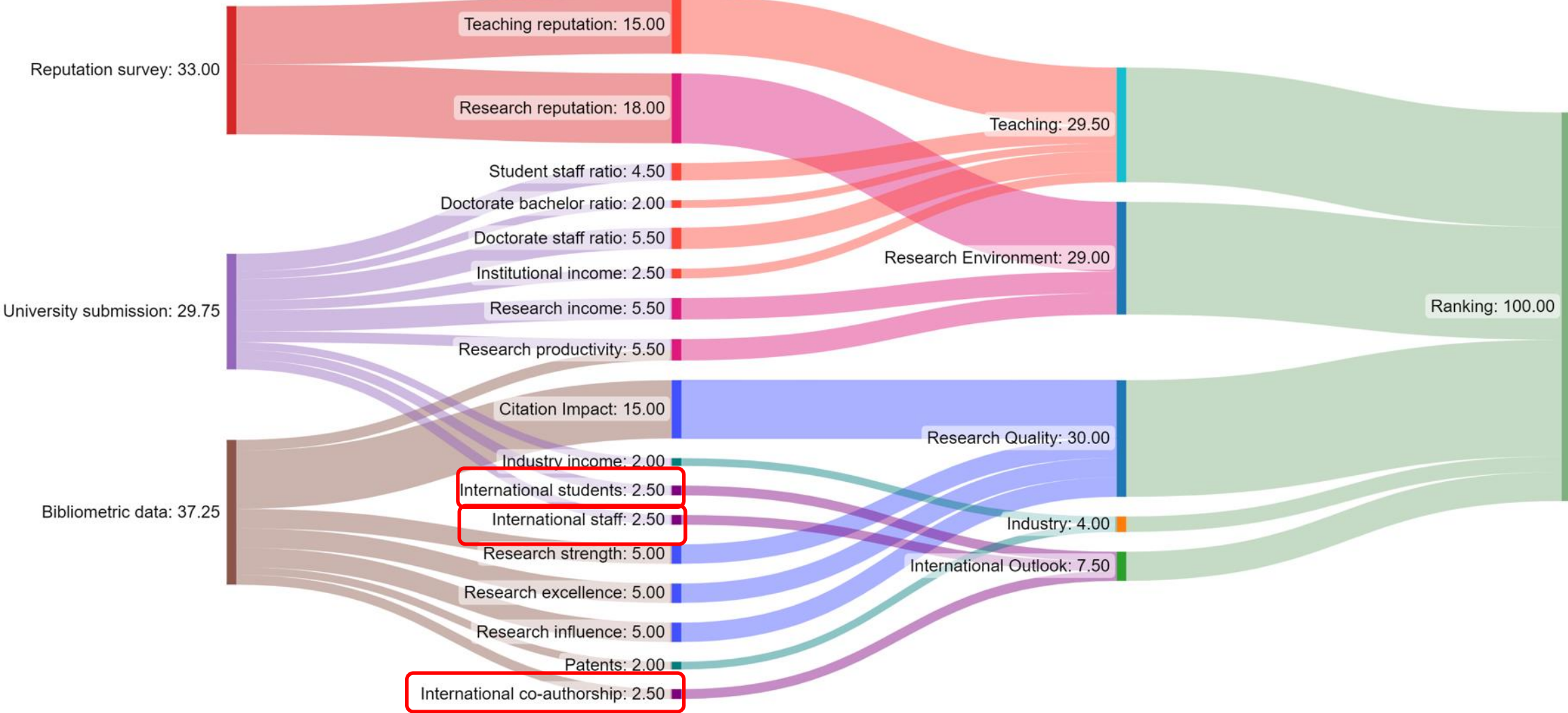


International Outlook: country size

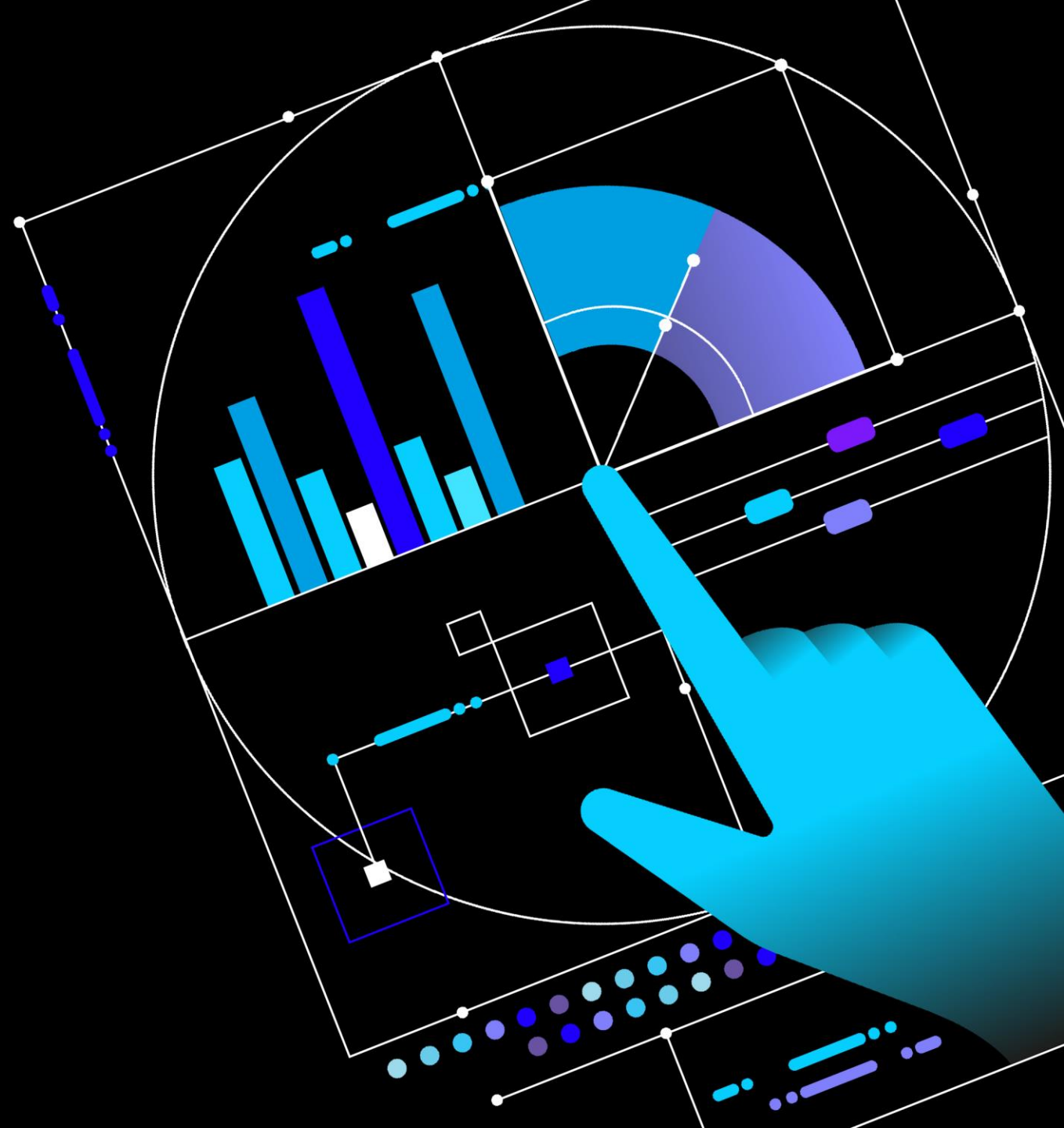
- Large countries have been disadvantaged compared to small countries in our international metrics, in that it is more likely for staff and students at universities in small countries to have come to work/study from abroad.
- The international metrics are normalised to account for the populations size:
 - Proportion of international students
 - Proportion of international staff
 - Proportion of publications with at least one co-author from an international institution



Fairness across countries



Country insights



What's happening in the UK?

FINANCIAL TIMES

K COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTSI

Education [+ Add to myFT](#)

More than half of British universities slip down global rankings

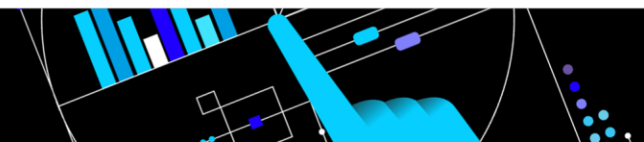
UK universities face 'irreversible decline', global league table suggests

British institutions face possible closure as 52 out of 90 are given lower positions this year in Quacquarelli Symonds (QS) rankings



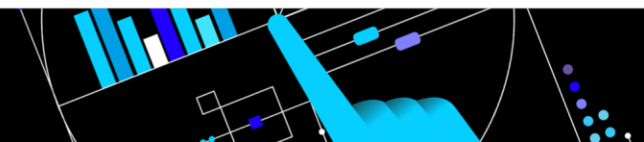
Imperial College London has been named as the second top education institution in the world in the annual QS rankings, but was one of only 20 British universities to see its ratings improve. Photograph: Toby Melville/Reuters

UK **universities** will have their international reputations dented and face possible closure because of continuing funding pressures, according to an



“The report of my death was an exaggeration”

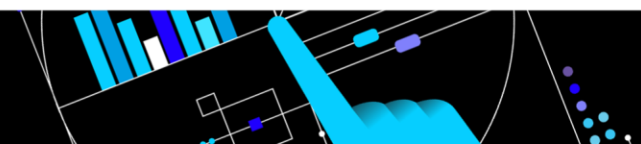
- UK retains 3 places in Top 10
- Oxford is No. 1 for the ninth consecutive year.
- Cambridge stable at 5th place, Imperial College London drops one place from 8th to 9th
- A total of 107 universities from the UK are ranked (up 2 from 105)
- The UK takes 25 places in the Global Top 200, same as last year (12 up, 8 down, 5 unchanged)
- All but two (University of Edinburgh and University of Glasgow) of these 25 are in England
- Amongst the UK universities in the Global Top 200, there are notable improvements in funding related metrics (institutional income, research income and industry income). However, both reputation metrics (teaching and research) drop this year.



Ranking numbers for United Kingdom, by year of release

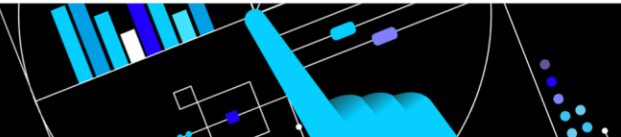
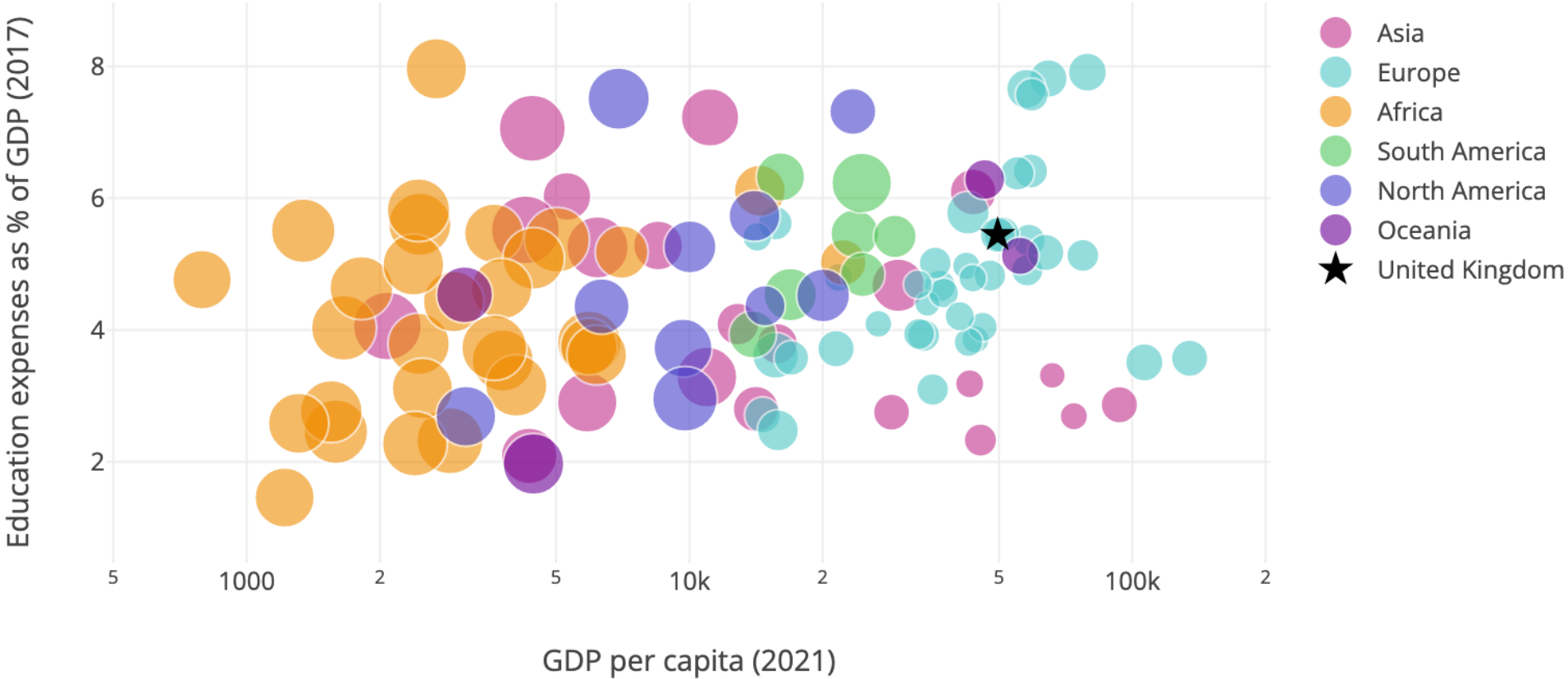
United Kingdom	2017	2018	2019	2020	2021	2022	2023	2024
Impact	-	-	26	34	50	53	57	68
Reputation	10	9	10	25	25	24	20	-
WUR	93	98	100	101	101	103	105	107

The World	2017	2018	2019	2020	2021	2022	2023	2024
Impact	-	-	467	768	1117	1410	1591	1963
Reputation	101	105	101	214	202	211	204	-
WUR	1103	1258	1397	1526	1662	1799	1907	2091



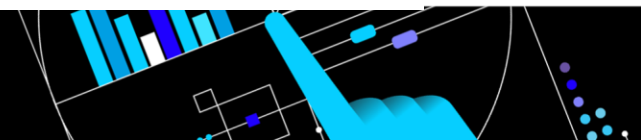
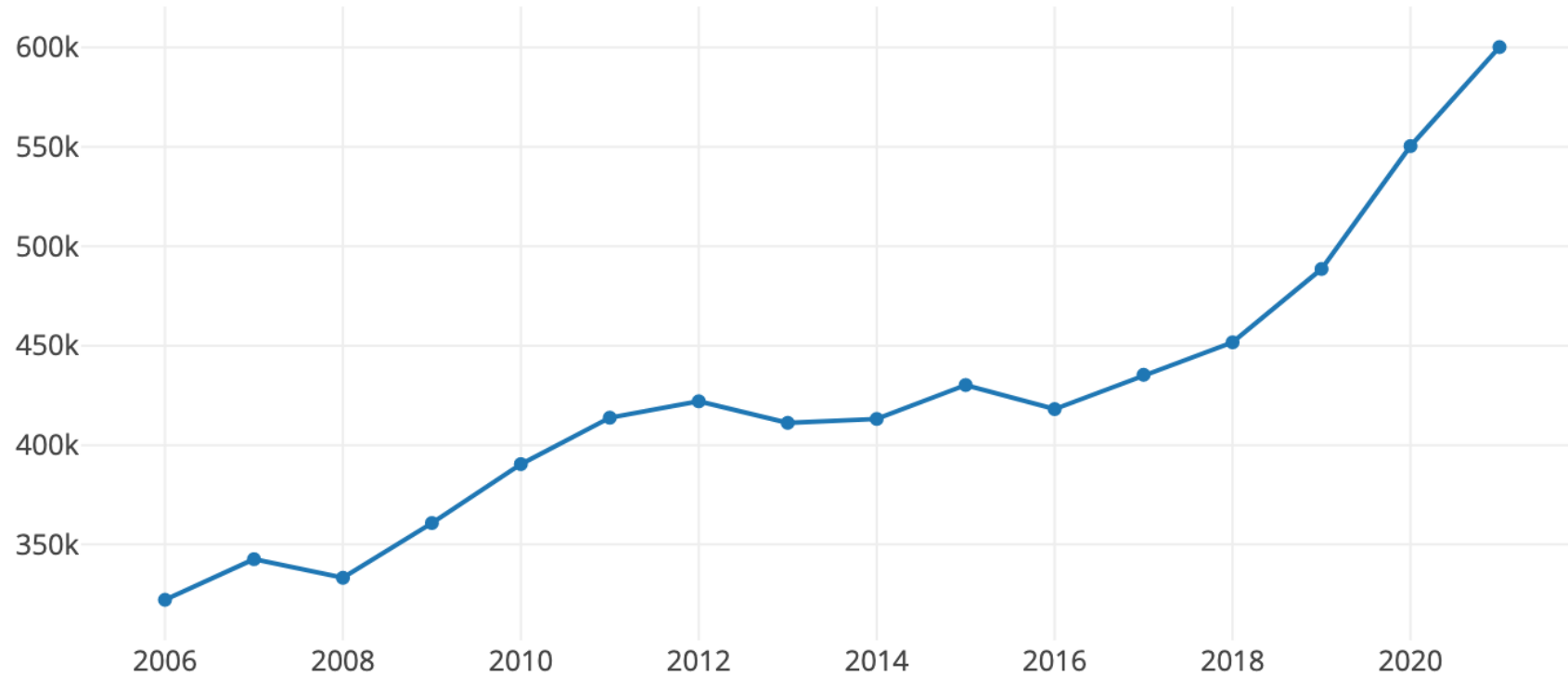
Global wealth and education spending overview

% of GDP spent on education, by size of GDP
(size of circle = % of the population that is 15-25yo)



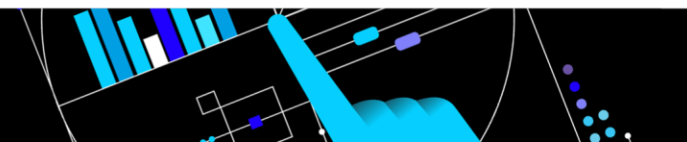
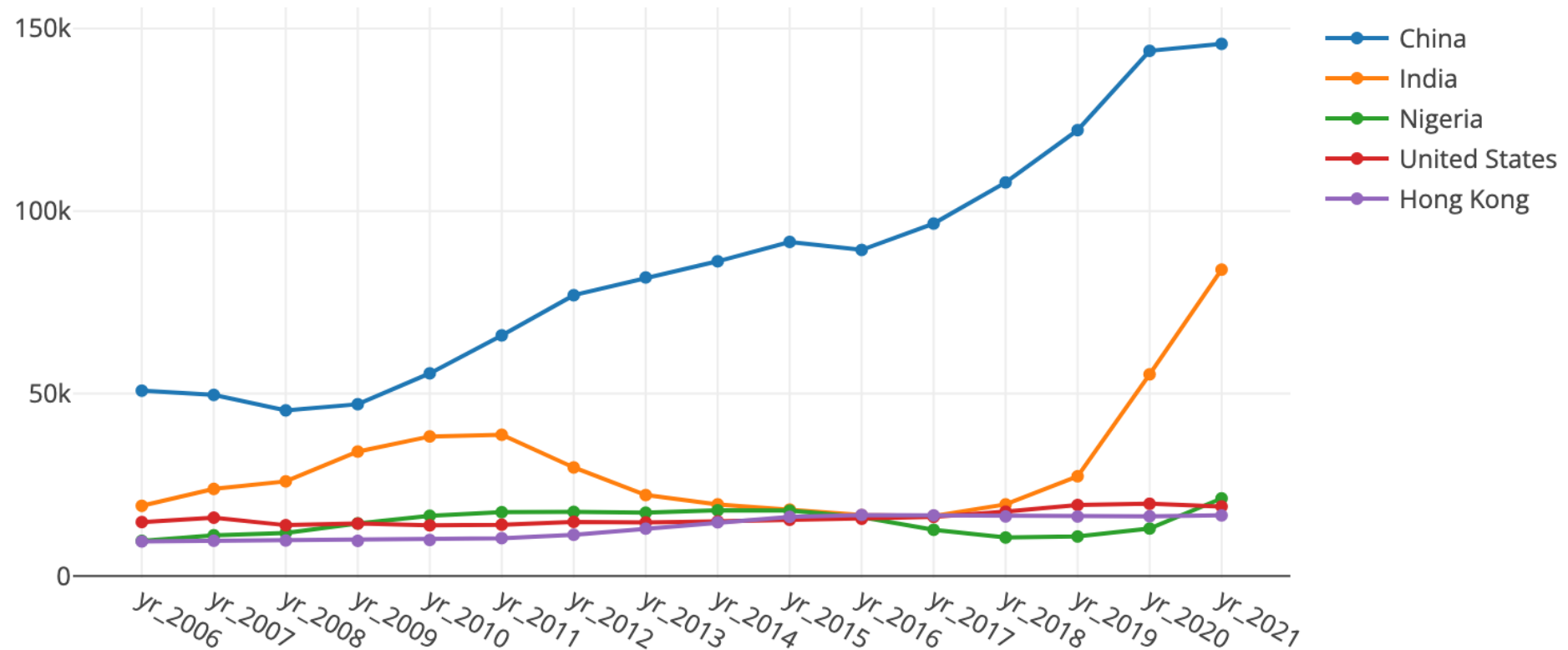
Student migration trends (UNESCO data)

Country of destination: United Kingdom (number of incoming students)



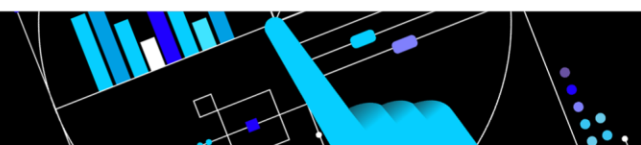
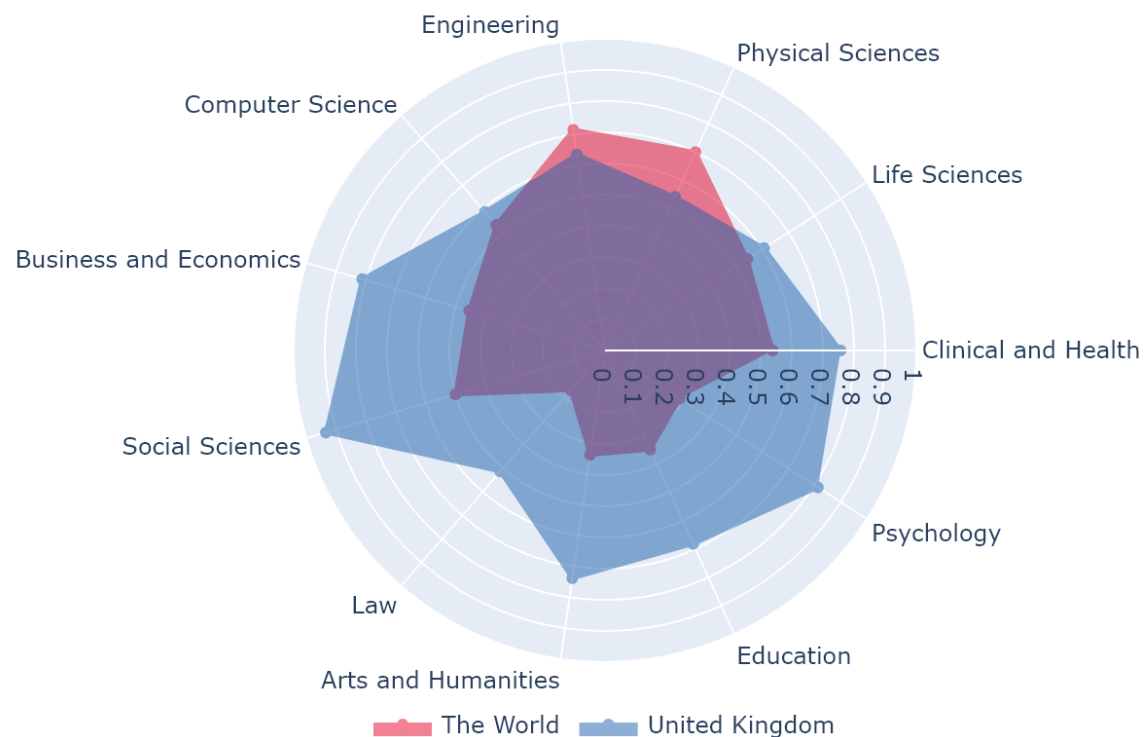
Student migration trends (UNESCO data), details

Top 5 countries of origin (destination: United Kingdom)



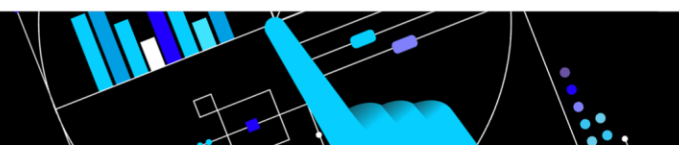
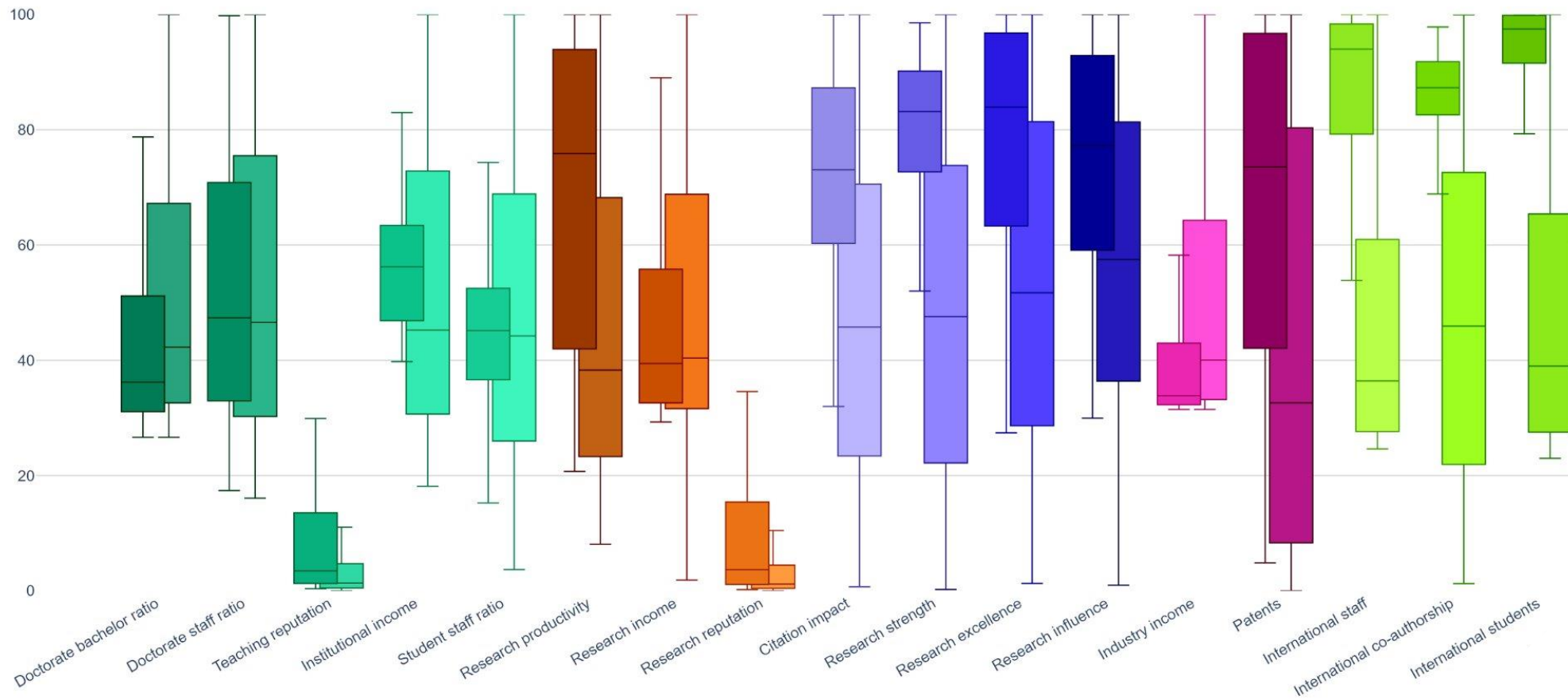
UK vs The World WUR 2025 subjects analysis

Percentage of universities with subjects ranked in WUR 2025



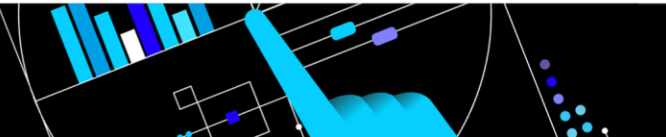
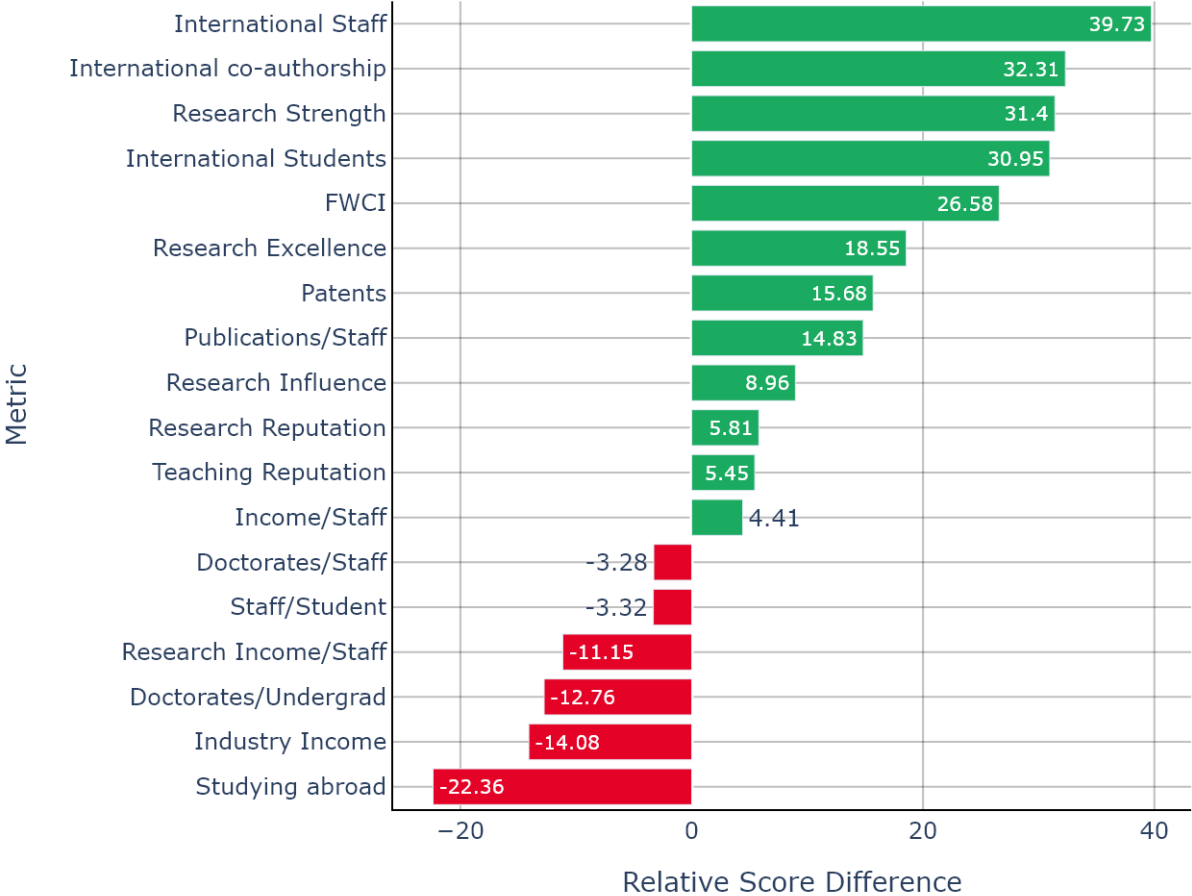
There are challenges coming

United Kingdom vs The World World University Rankings 2025 metrics boxplot



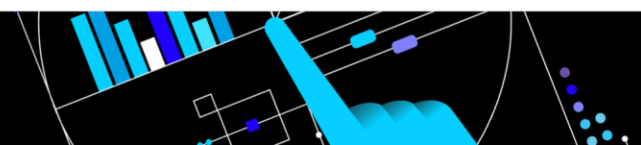
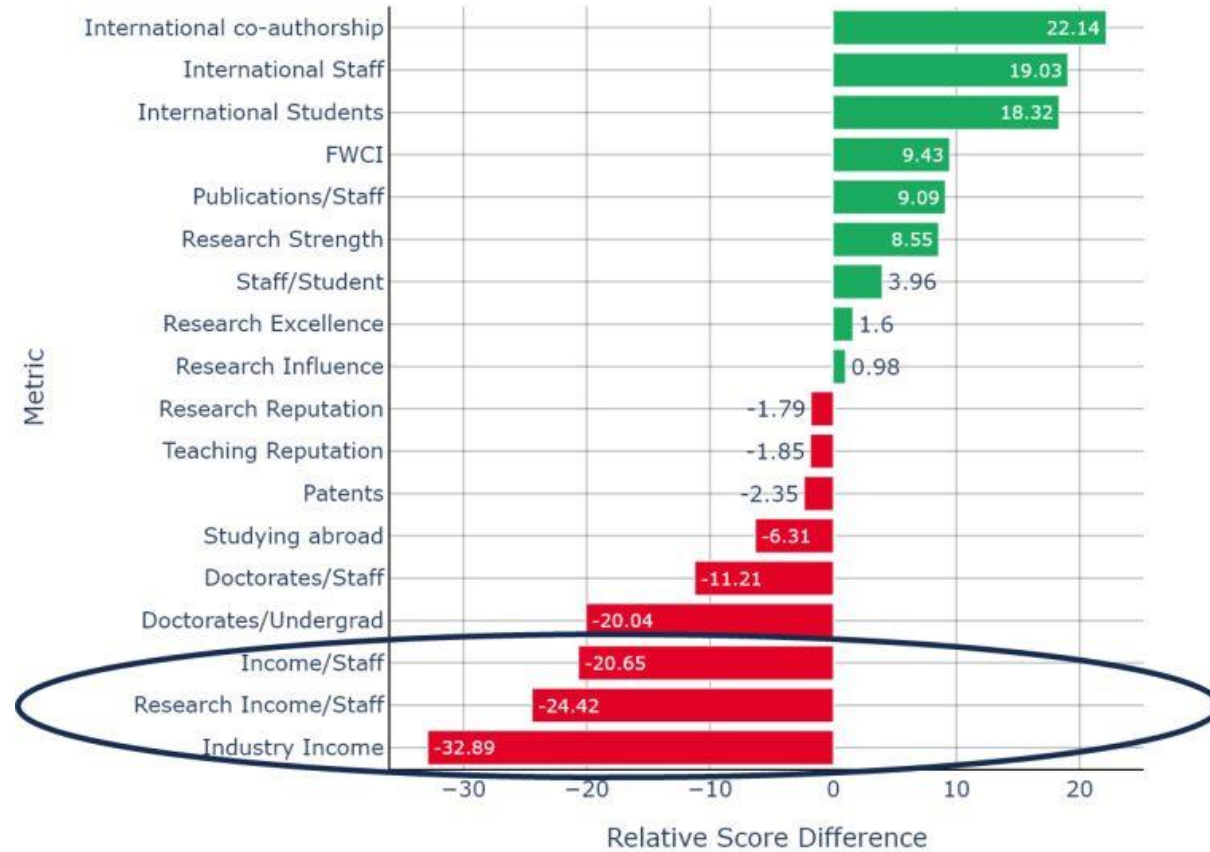
United Kingdom vs Europe 2025 Metric Differences

United Kingdom vs Europe Metric Relative Score Difference 2025



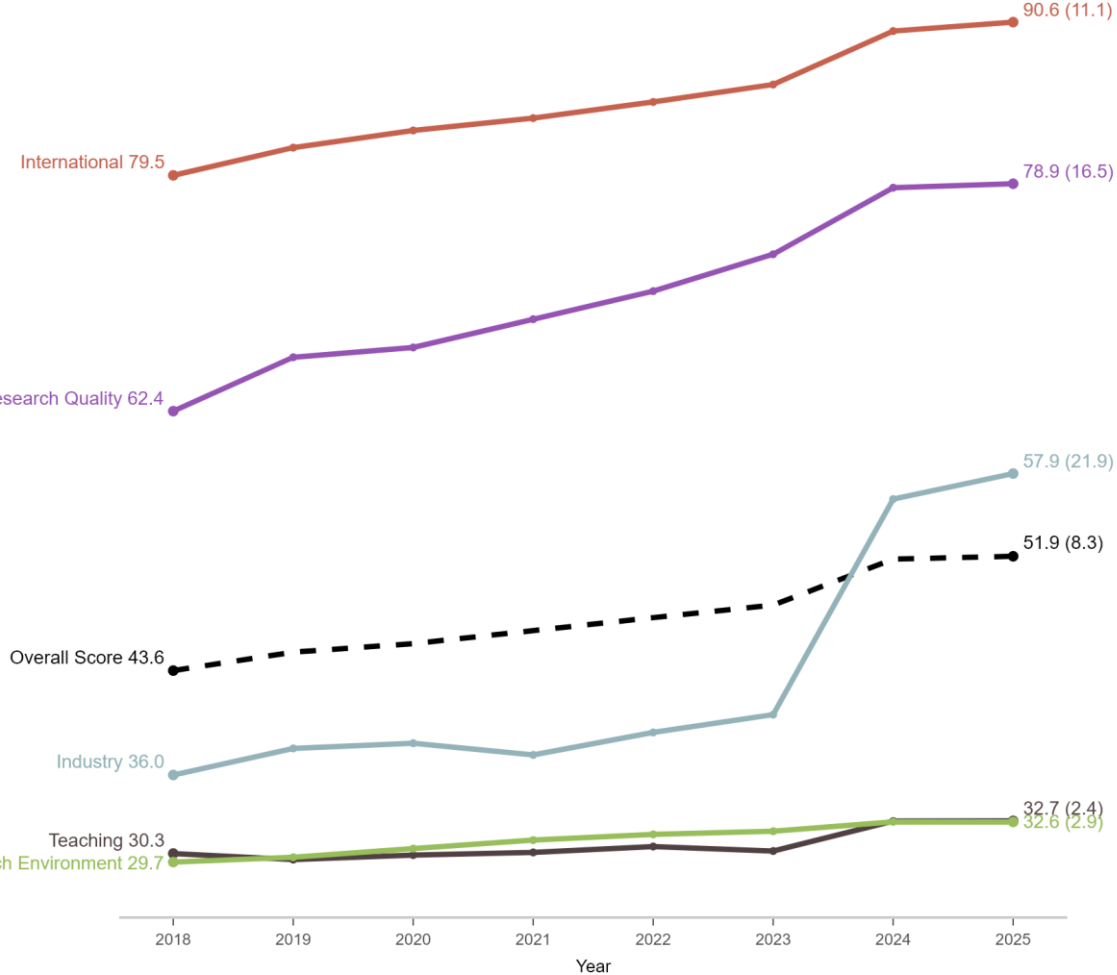
Trouble at the Top

Russell Group vs World Top 184 Metric Relative Score Difference 2024

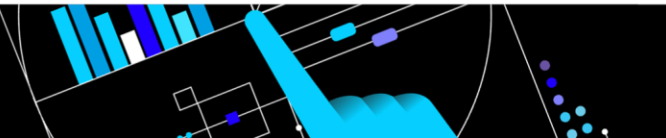
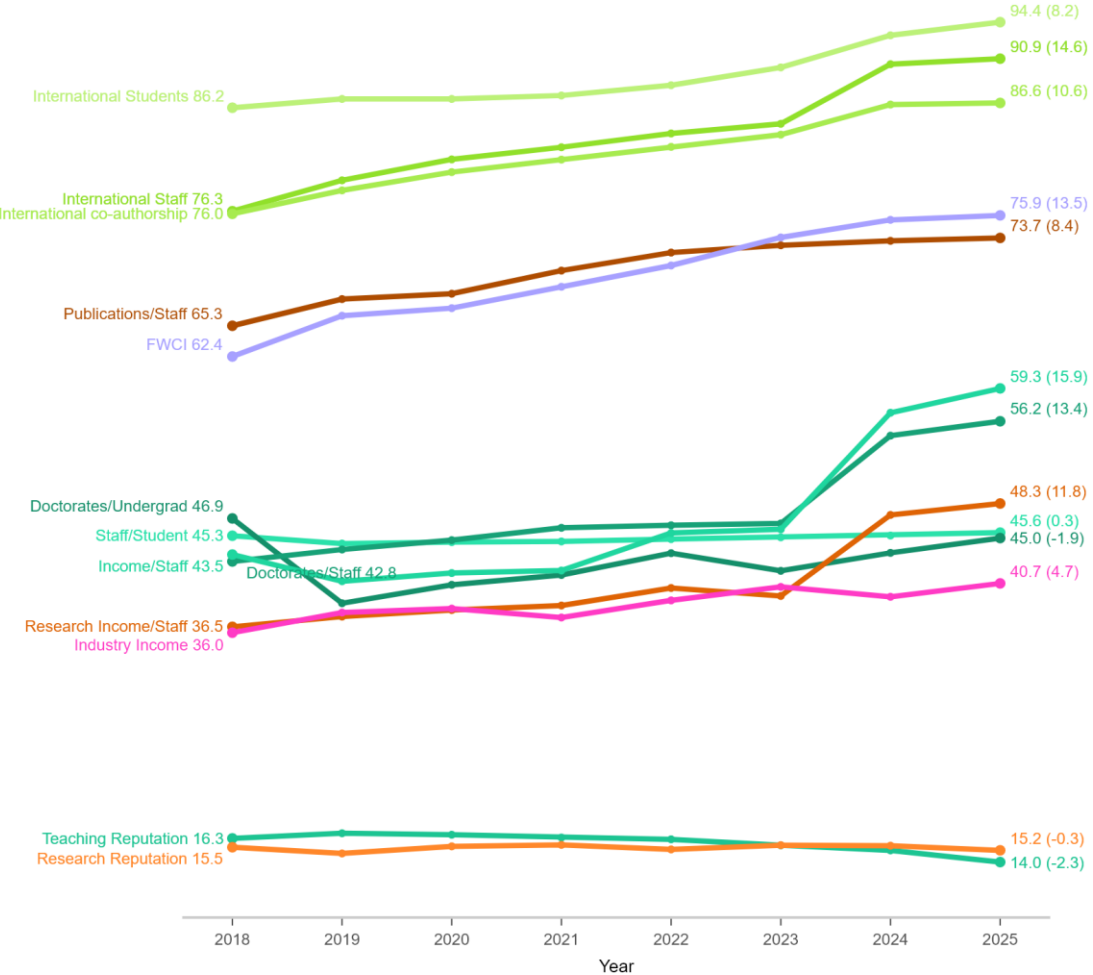


UK changes in WUR scores 2018-2025

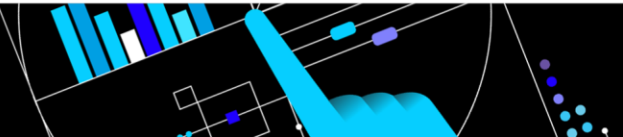
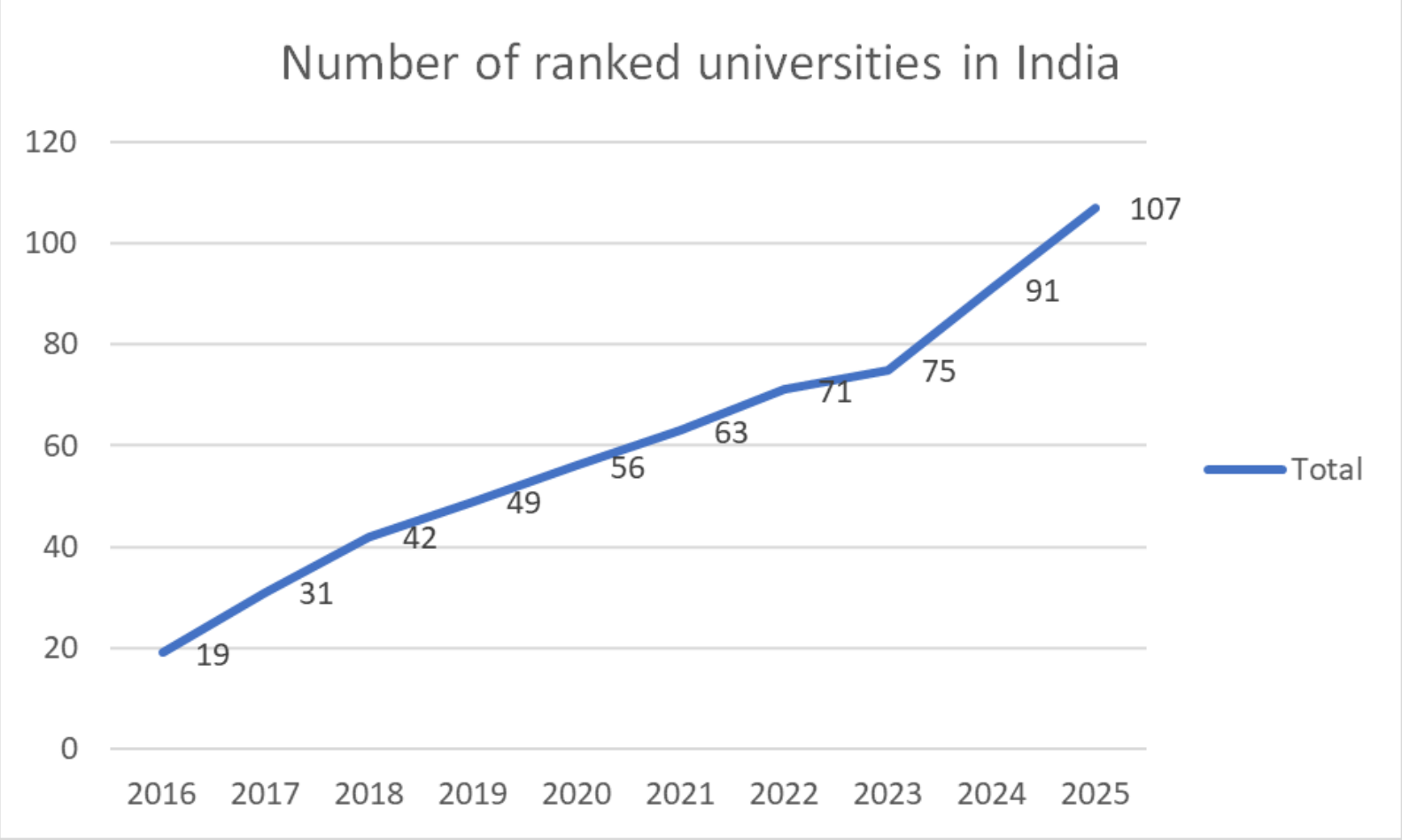
United Kingdom in World: Changes in WUR pillar scores 2018-2025



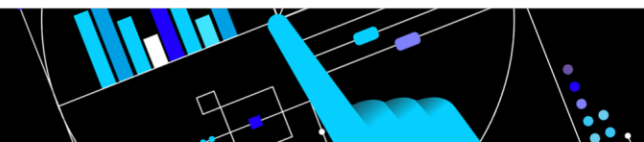
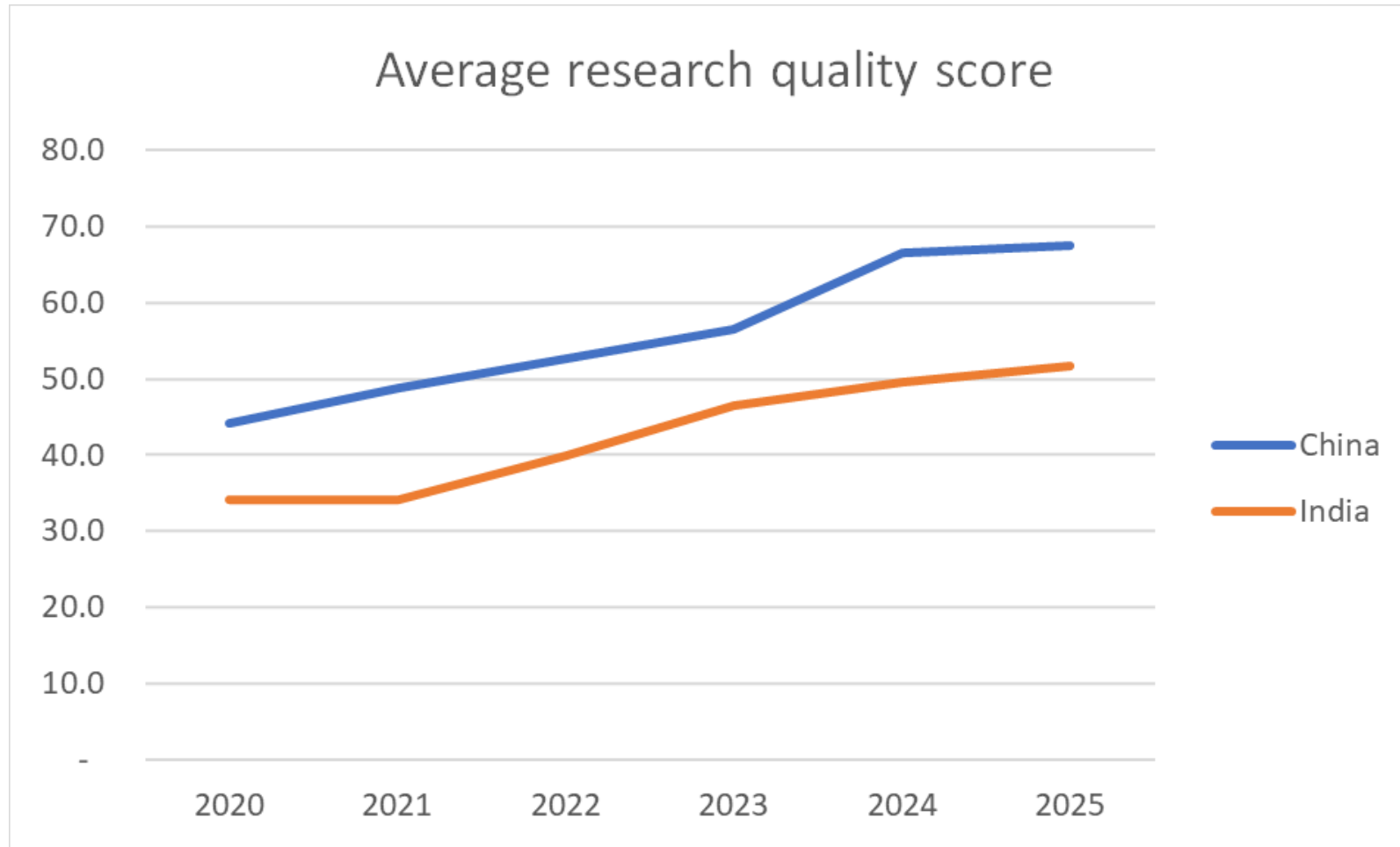
United Kingdom in World: Changes in WUR metric scores 2018-2025



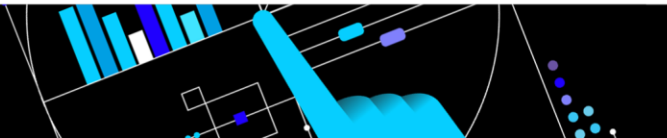
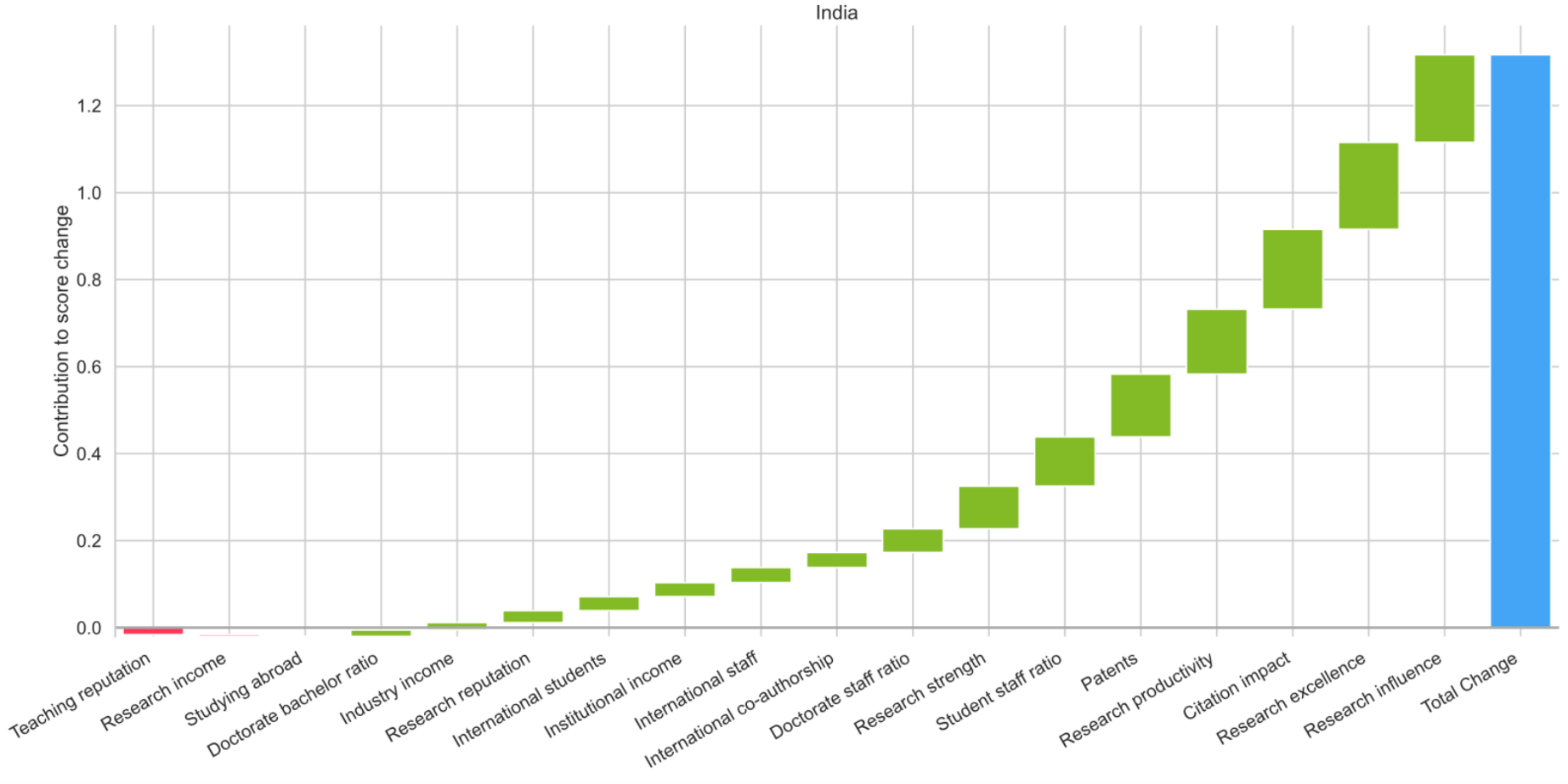
India's growth



The chase in Asia



India's performance



Participate this year

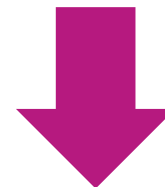
RESEARCH



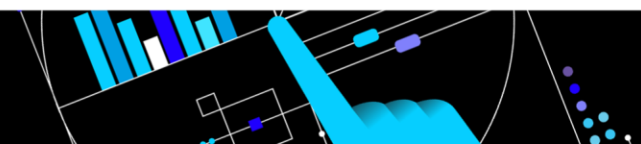
Data collection opens January 2025



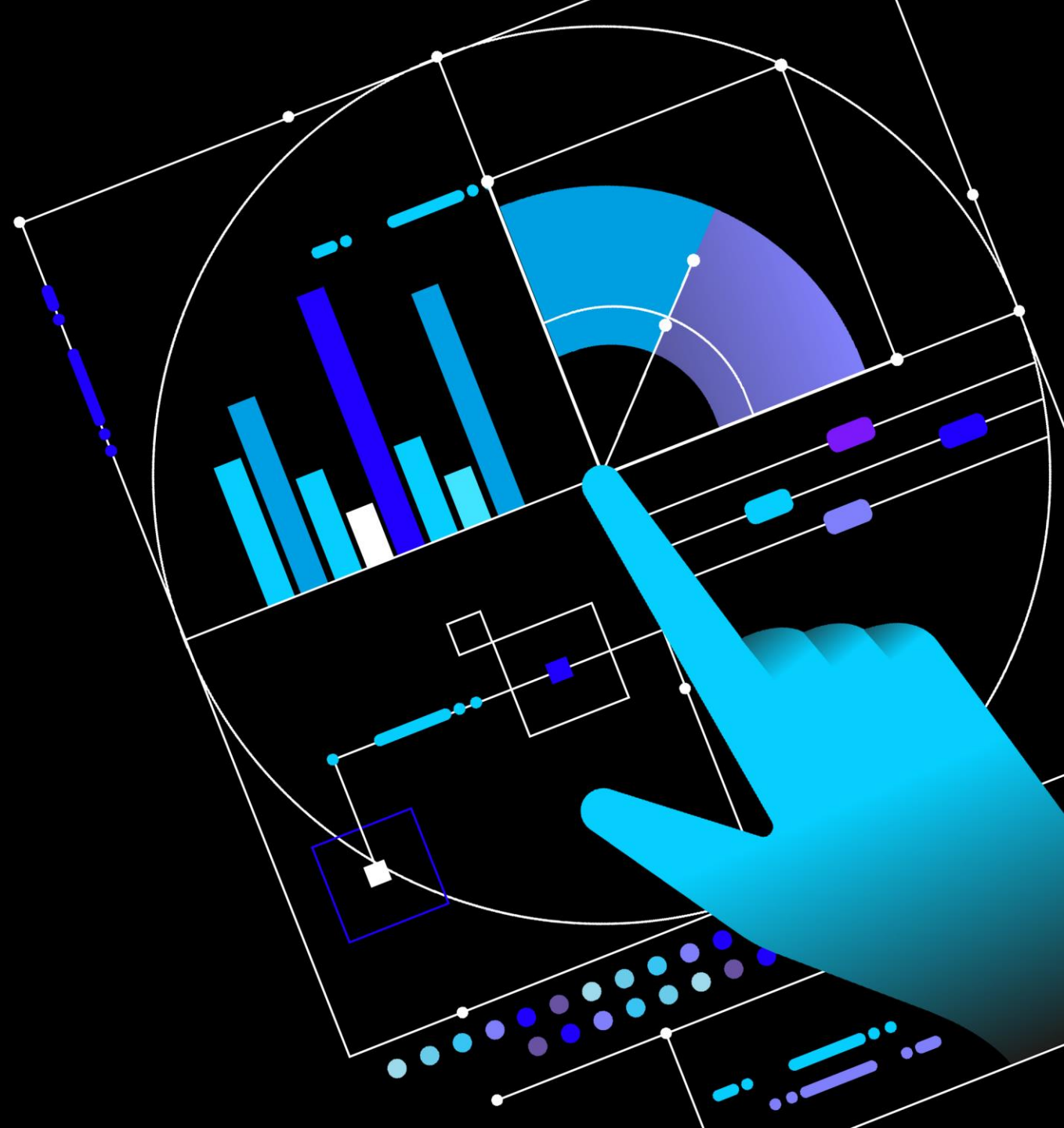
IMPACT & SUSTAINABILITY



Data collection open now, until November 11th



Thank you



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Research Strategy

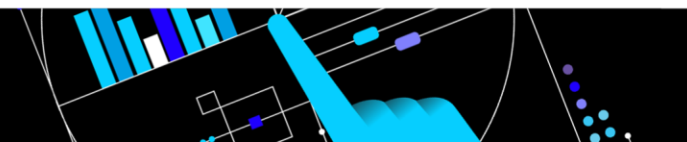
THE Consultancy can support universities and ministries of education enhance their academic research strategies, using THE's bibliometric data and unique artificial intelligence tools

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Industry Insights

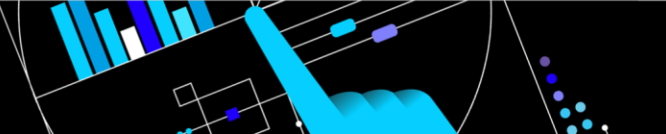
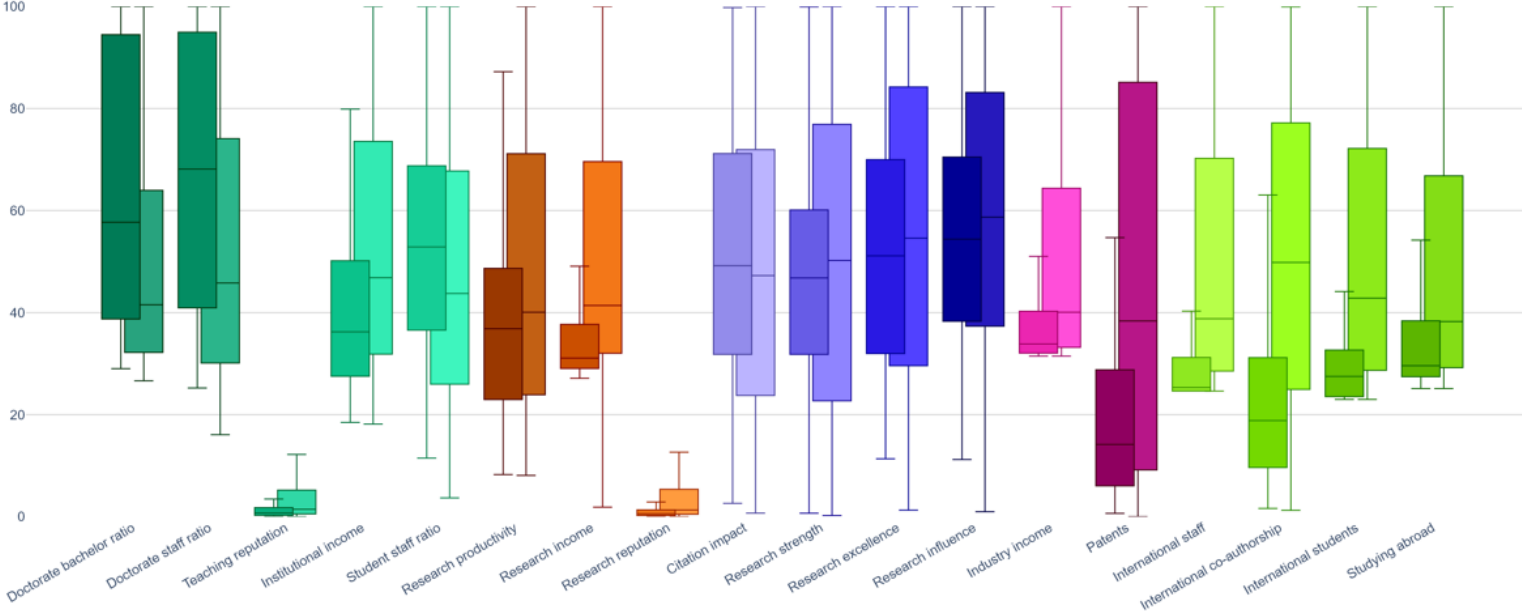
Our team work closely with industry and commercial organisations to provide insights and tailored thought leadership on a topical basis to support with market awareness, sector engagement, reputation and to help in forging strategic...

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WUR Performance Analysis and Simulation

Understand your institution's performance across all metrics, benchmarked against competitors



WUR Performance Analysis and Simulation

1

Metric-by-metric analysis

- Analysis of each of the metric scores benchmarked against competitors
- Analysis of temporal change
- Broken down by 11 subject areas
- Evaluation of performance across each of the metric pillar categories

2

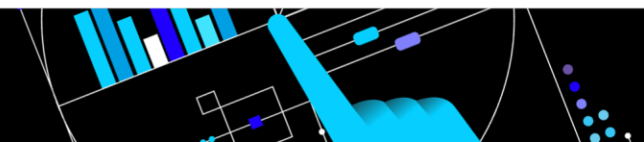
Reputation vote analysis

- Detailed breakdown of institutional votes from the THE academic survey
- Analysis of sources of voting, benchmarked against peers
- Broken down by 11 subject areas
- Provides insight into difference between teaching and research reputation

3

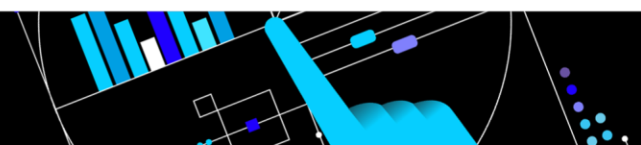
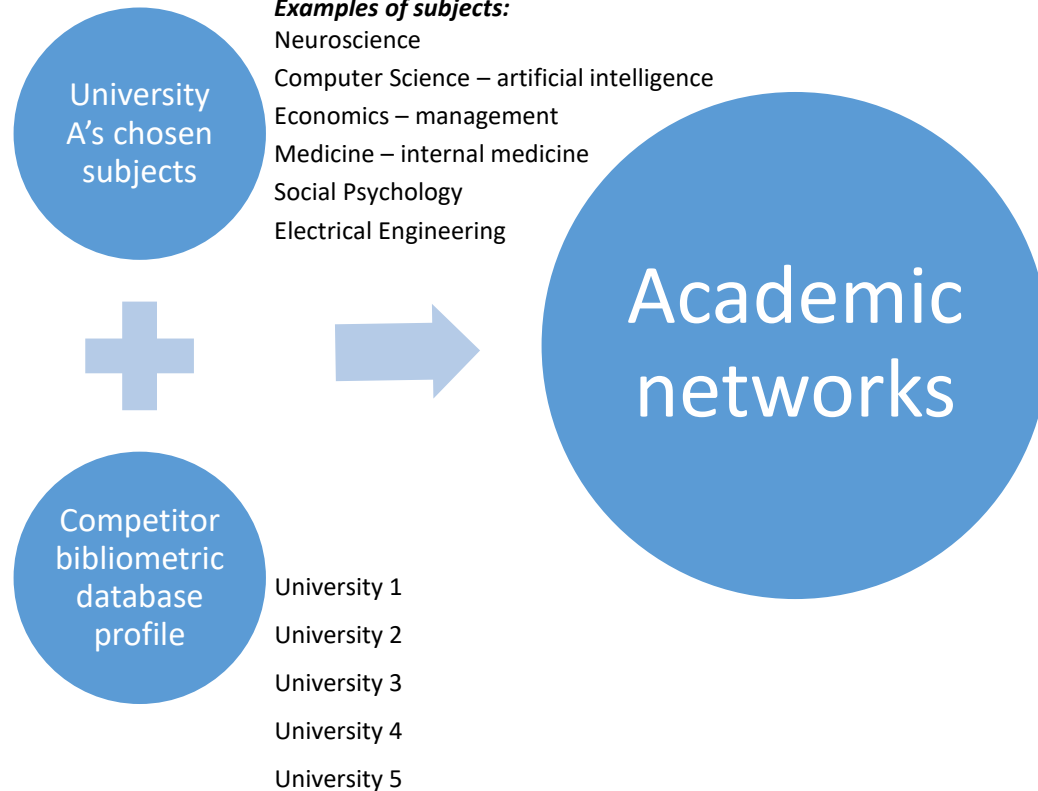
Strategic recommendations

- Creation of KPIs for each of the metrics to support institutional strategy
- Broader institutional change management strategies, linked to research partnerships and academic networks, reputation and international profile

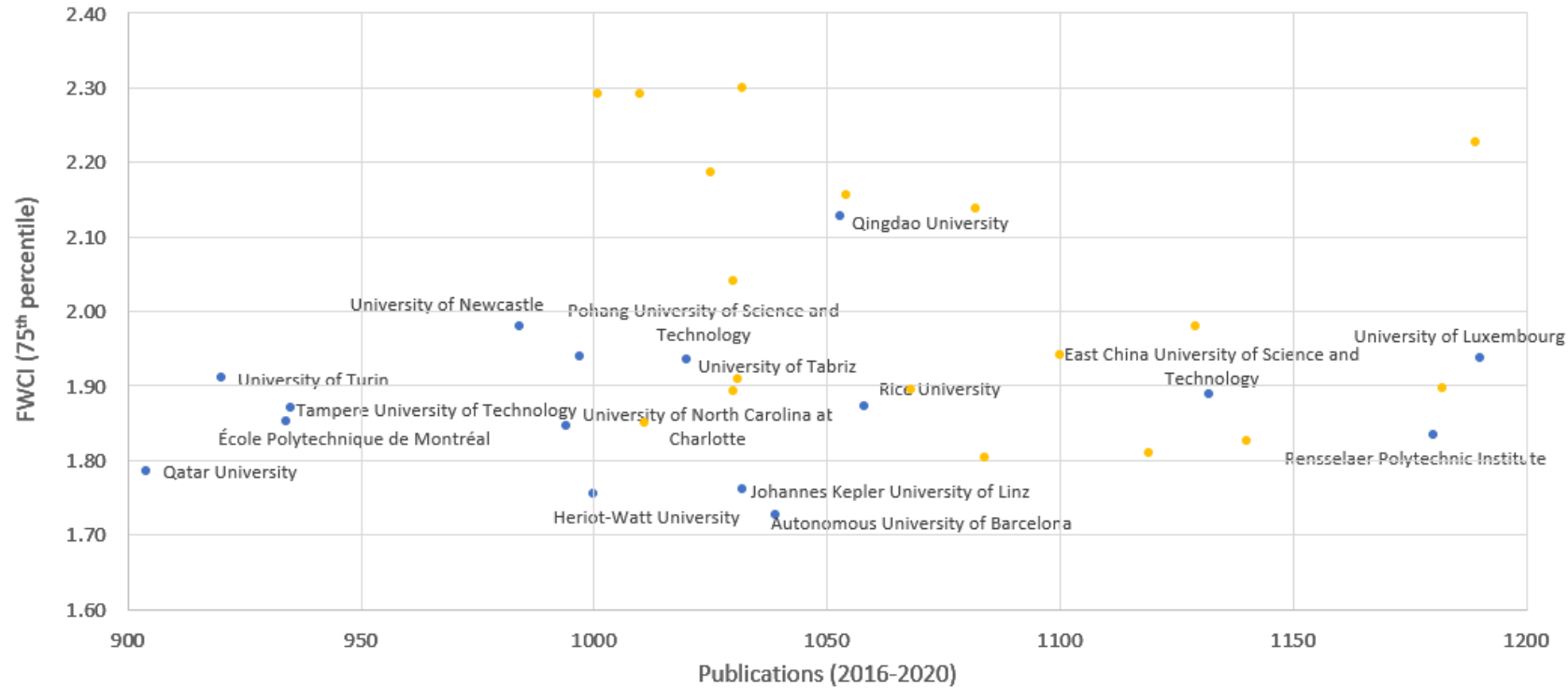


Academic Network Analysis

Develop high quality research collaborations using our tool to find academic partners outside your current network



Academic Network Analysis



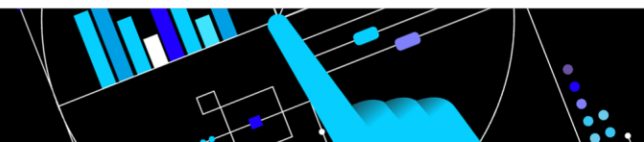
- University A's collaborators in common with its chosen peers
- Collaborators of University A's chosen peers that are outside University A's current network
- Possible for future collaborations as they work with Universities who specialise in similar subjects as you

Publication range 900-1200
FWCI range 1.6-2.4

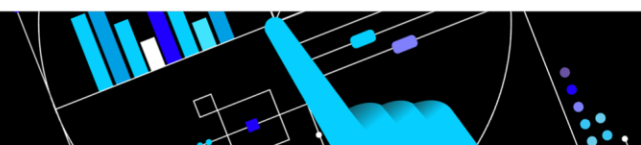
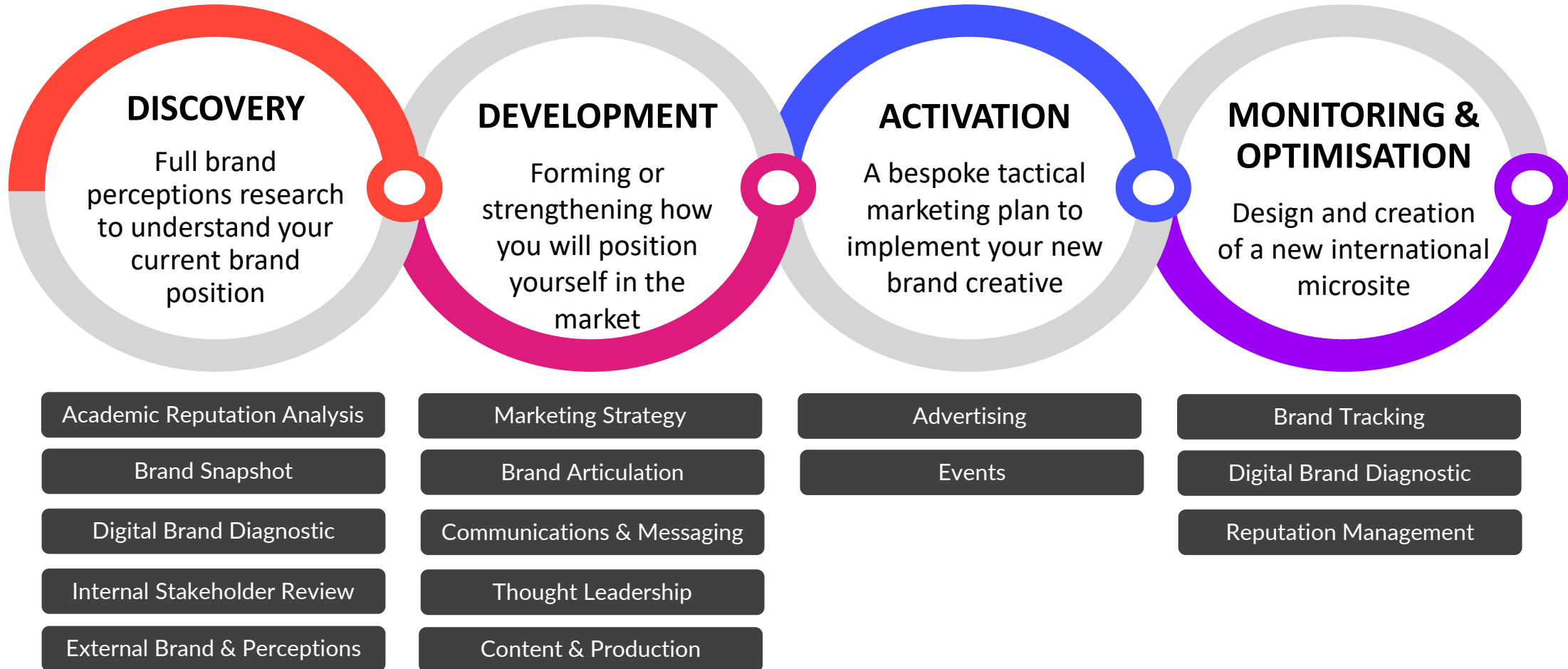
This tool provides insight into the quality and quantity of research partnerships

In yellow are University A's current collaborators

In blue are the collaborators of your chosen peers in the same subject area



Brand and Reputation Transformation Framework



Internationalisation and TNE Framework

Discover, develop and deliver unparalleled educational collaborations with leading global universities, tailored to meet national development goals and enhance global educational standards

Discover



Market Intelligence

Competitor Environment

Key Recruitment Pools

Programme Portfolio

- Policy research
- Desk research
- Internal and external dataset analysis

Develop



Global Academic Partnerships

Reputation and Brand

Marketing Campaigns

- Network analysis and partnership building
- Surveys and focus groups
- Marketing tools and creative service

Deliver



TNE Growth

KPI Toolkits

Global Benchmarking

- Agile project management
- Monitoring and evaluation frameworks
- QA tools

