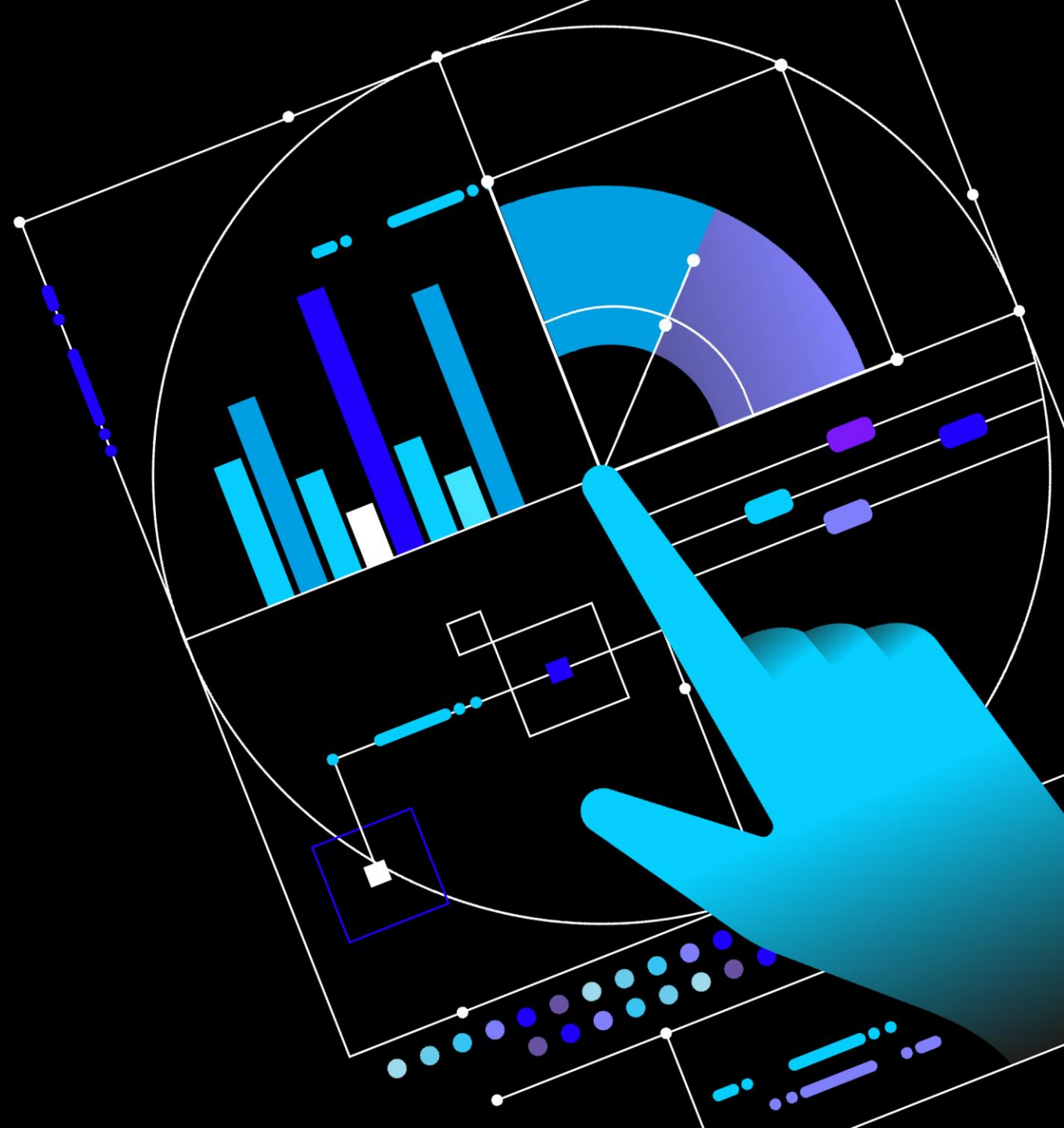




**World  
University  
Rankings 2025**

# The 2025 World University Rankings Masterclass - Europe

**David Watkins**  
Managing Director, Data  
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.

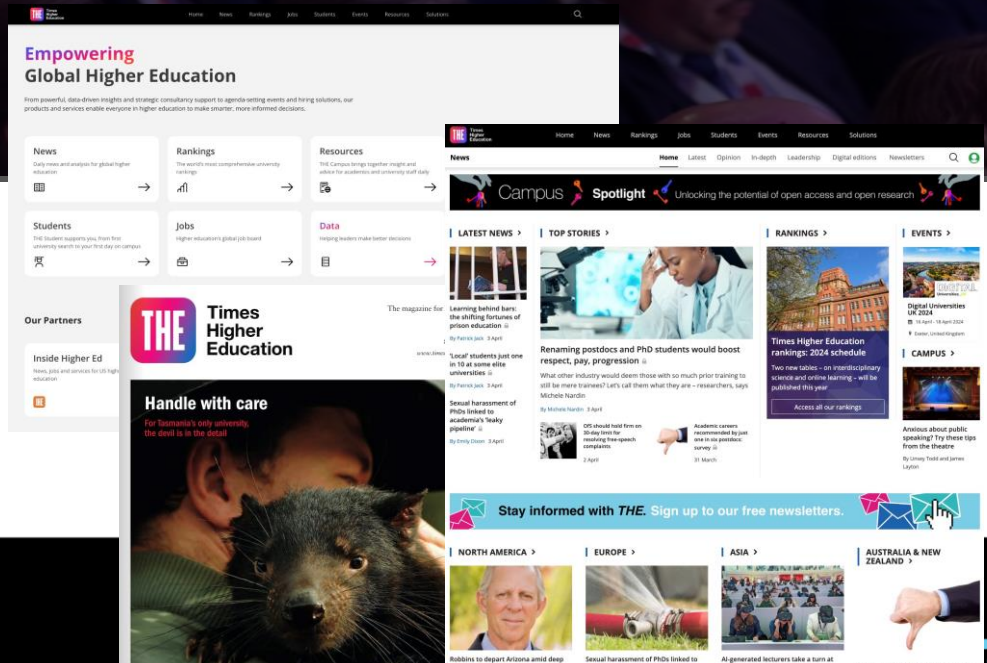
We connect the world's higher education community, facilitate the flow of ideas and talent, and help academics and students fulfil their potential.

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

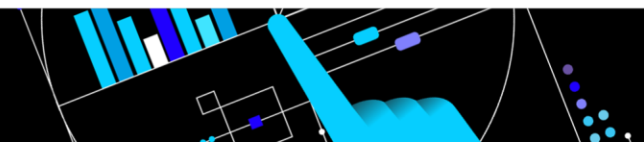
**Participation rules:** 1,000+ publications over 5 years, teach undergraduates across a range of subjects

## IMPACT & SUSTAINABILITY



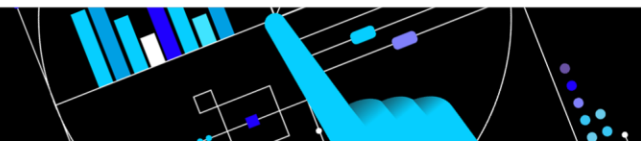
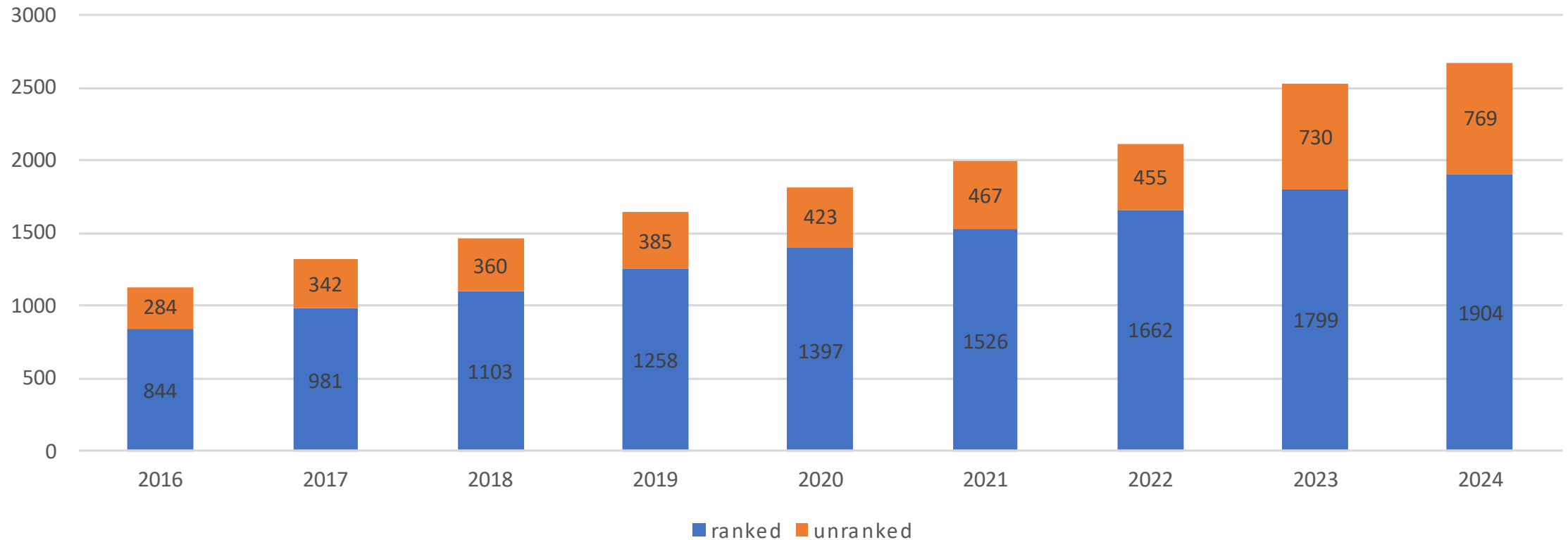
**Focus:** research, teaching, stewardship and outreach against the UN's 17 Sustainable Development Goals

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



# WUR 2024: 20<sup>th</sup> 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

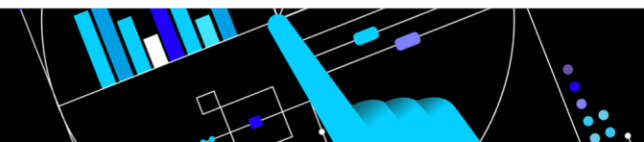
**Emily Ford & PA News**

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

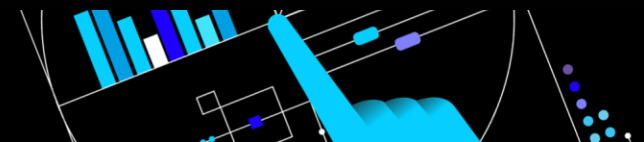
**93,440**

Votes

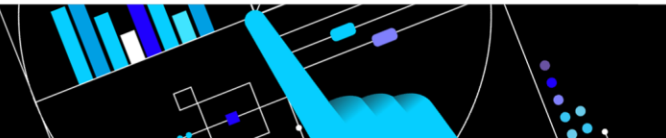
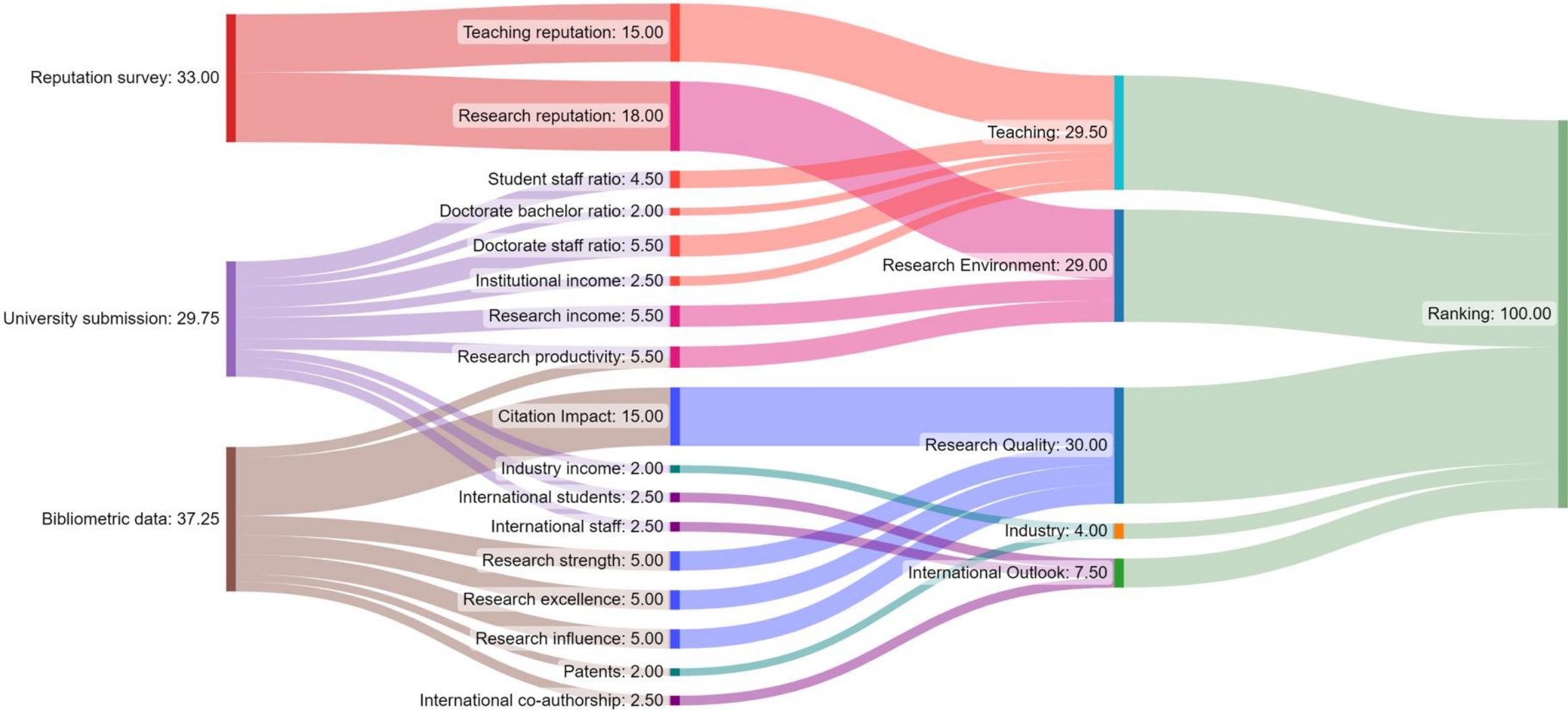
**1,288,684**

Countries

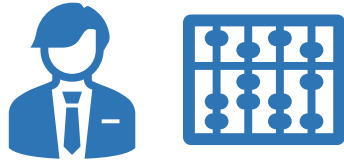
**199**



# Methodology



# Data Source – University submissions



Nominated data provider

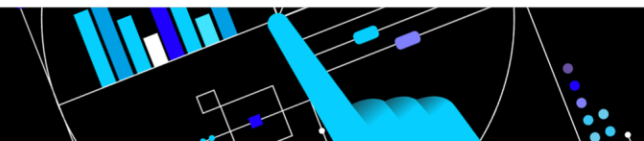


Institutional scope  
Institutional data



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

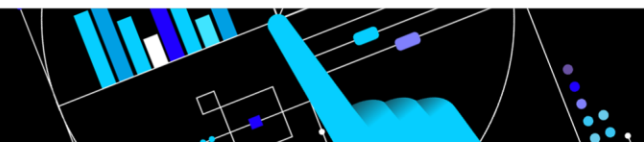
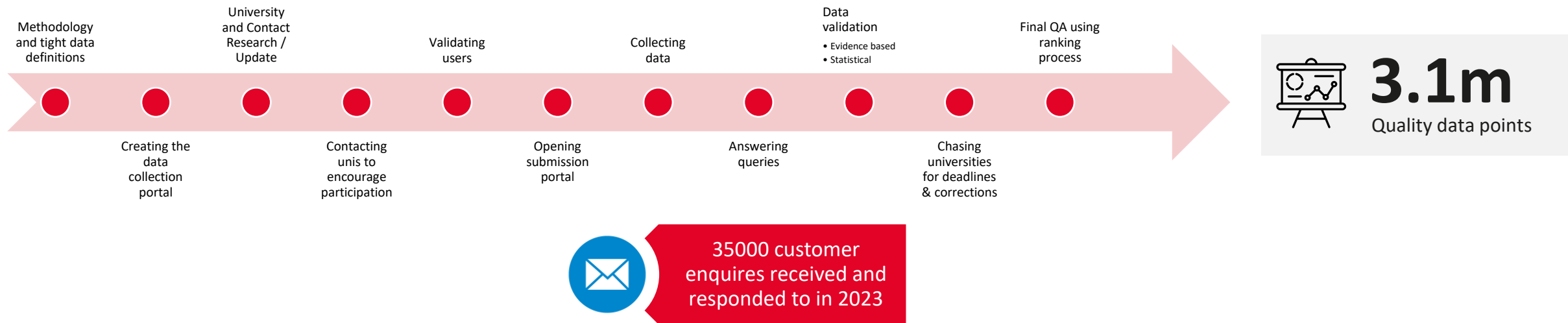
[profilerankings@timeshighereducation.com](mailto:profilerankings@timeshighereducation.com)





# 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

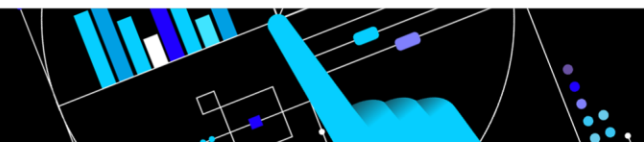


# Financial fairness

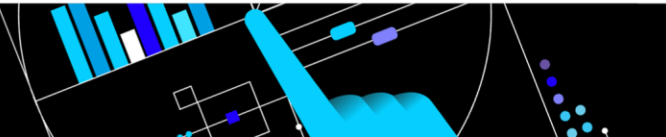
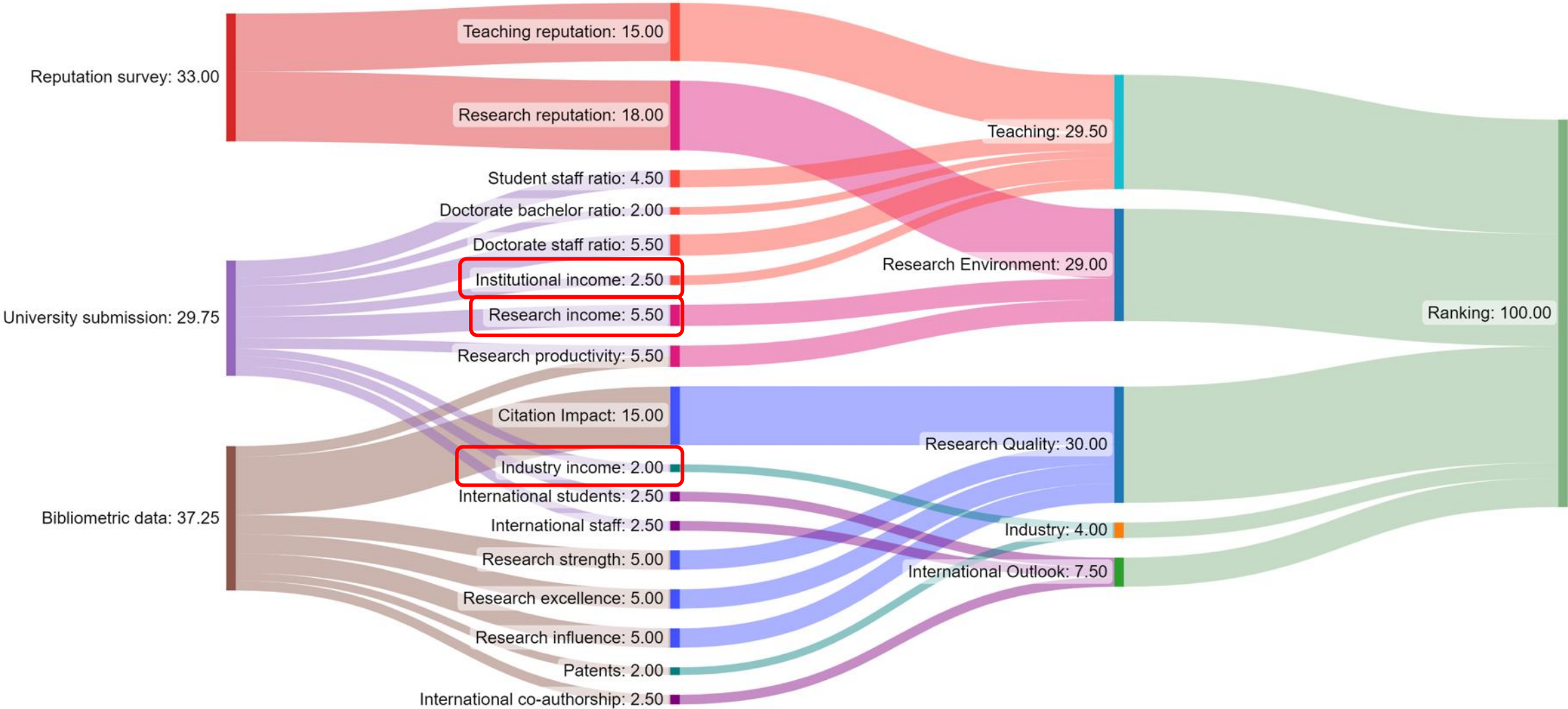
- Domestic currency vs reporting currency
- Conversion to domestic currency
- Purchasing power parity
- Conversion to PPP USD

## 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  
 $7,830,000 \text{ HKD}$   
 $= 7,830,000 / 5.55 \text{ PPP USD}$   
 $= 1,410,810 \text{ PPP USD}$





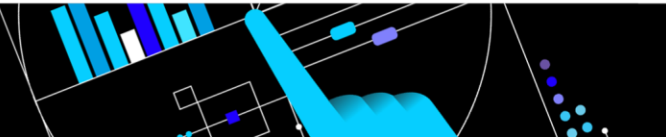
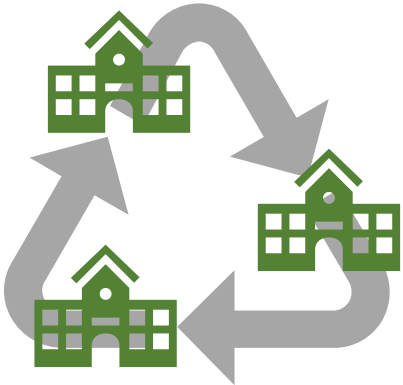
# Fairness across subjects



# 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.

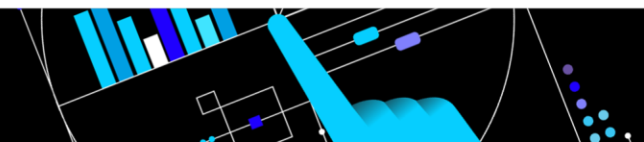
## Survey

- 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

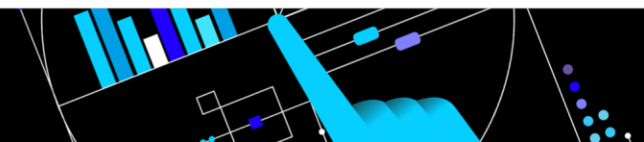
- Results are benchmarked using UNESCO data to ensure the ranking is representative of the global distribution of scholars, both by country and subject

Survey runs 1<sup>st</sup> November to 31<sup>st</sup> 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

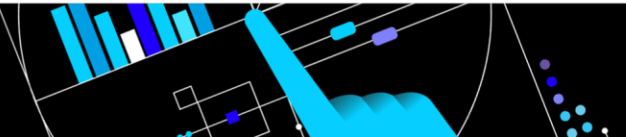


# Effect of new approach

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

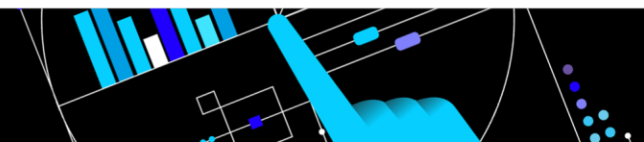


## Voting distribution

- 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

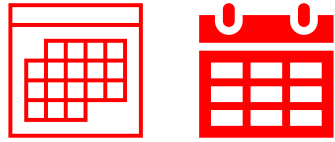
## Country distribution

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

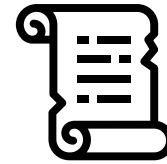




# Data Source – Bibliometric data



2019-2023



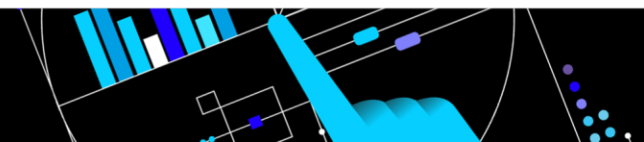
Journal papers, conference proceedings, books, book chapters, reviews



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

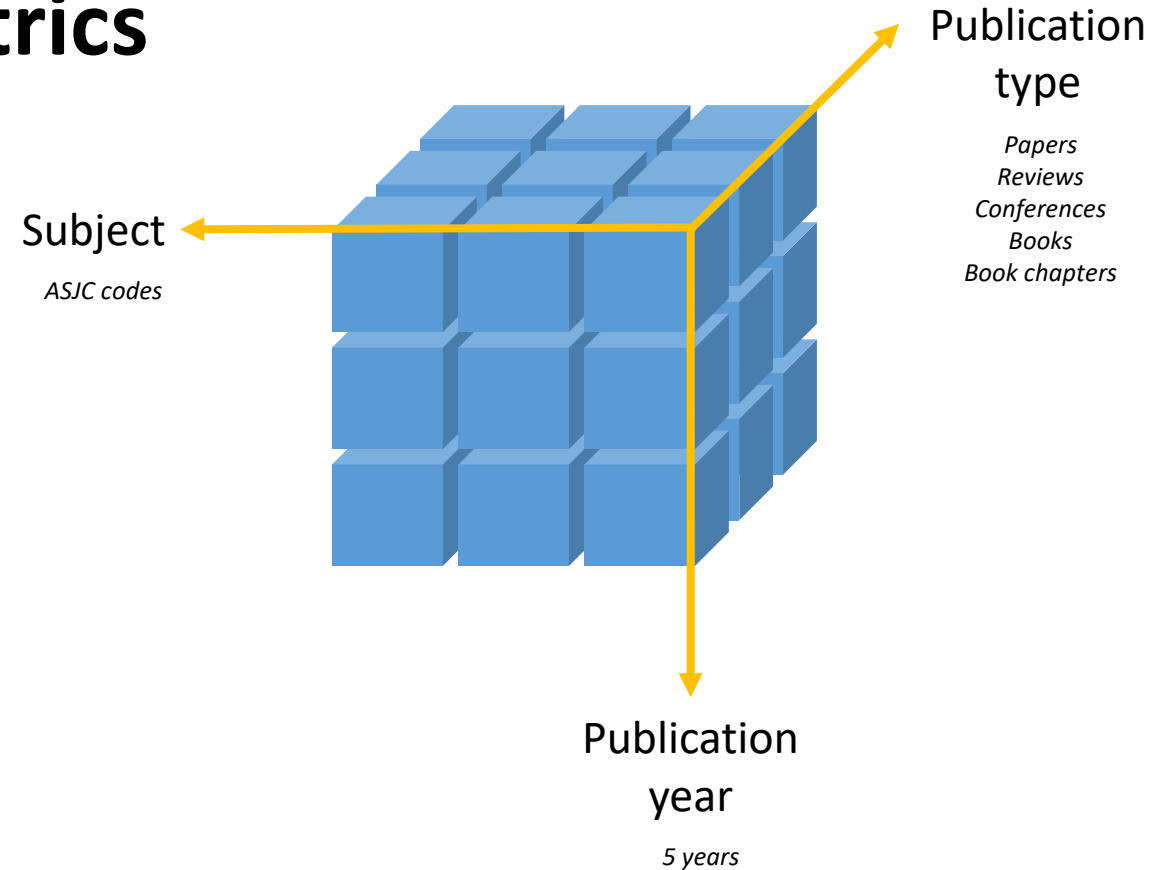
A fundamental measure is Field Weighted Citation Impact.

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

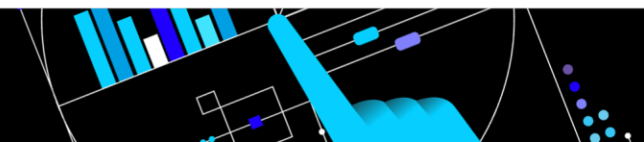
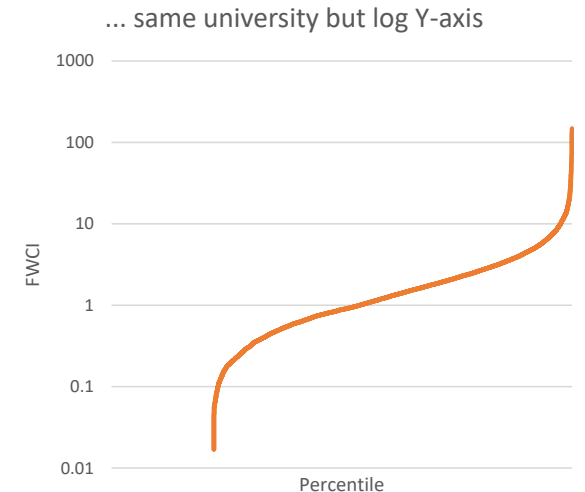
- 75<sup>th</sup> percentile FWCI of an institution's research output

## Research Excellence

- Number of papers in top 10% by FWCI

## Research Influence

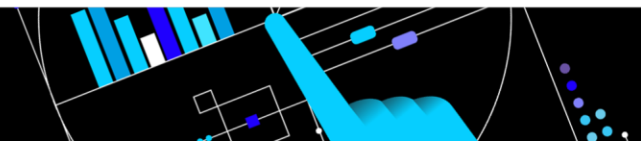
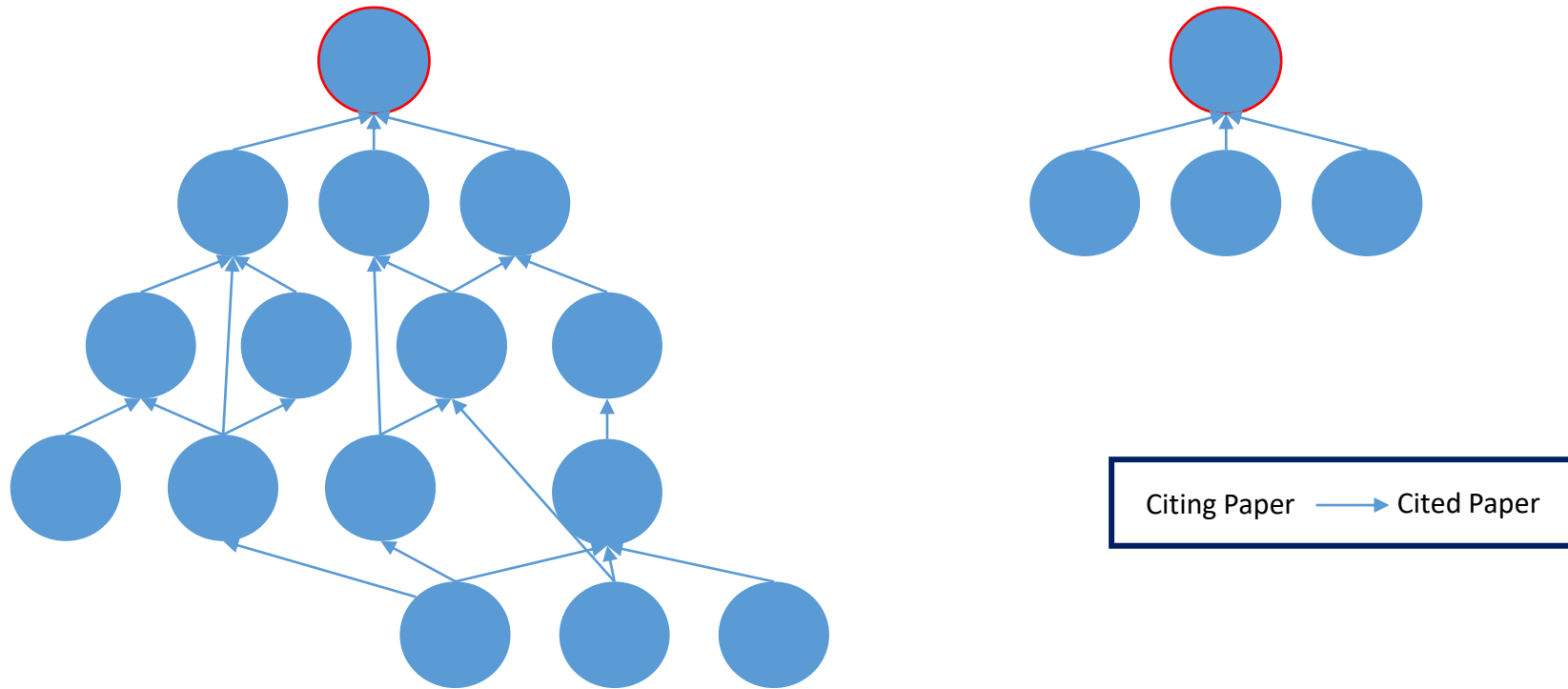
- Network of citations rather than just one level of citation



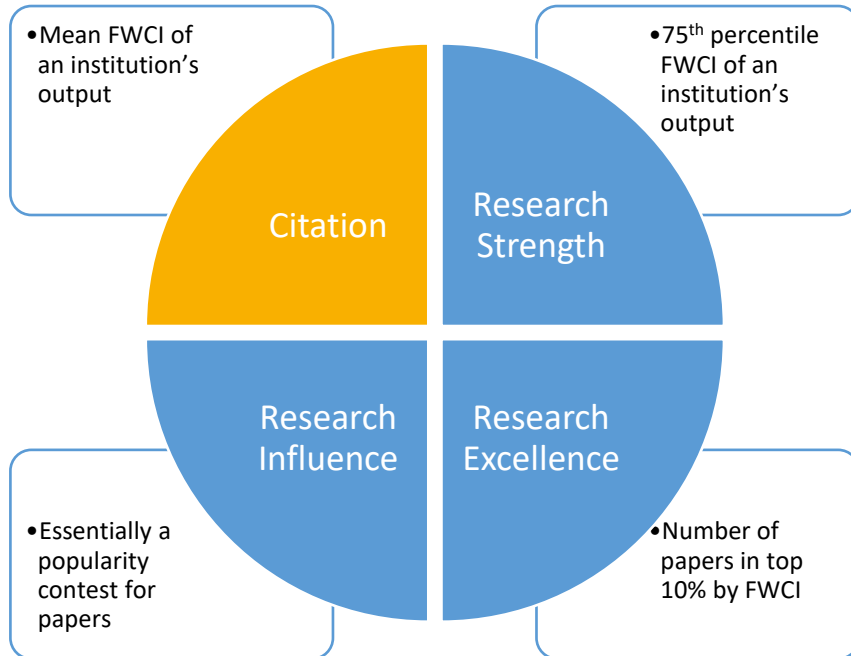


# Research Influence - Papers

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

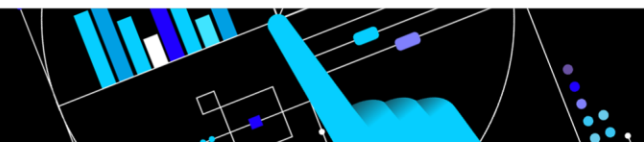


# Research Quality in the World University Rankings



## 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

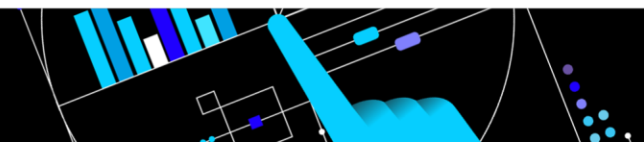


# Effect on participation rules

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

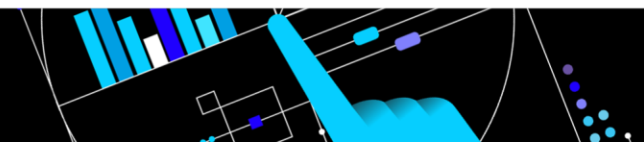
We expect that this will enable us to reduce the number of papers required for participation in the World University Rankings

- 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.





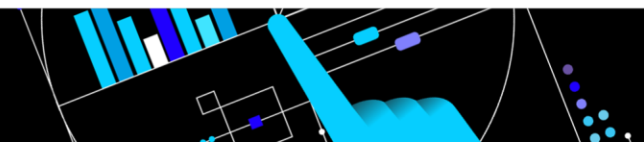
# Subject weighting worked example

Non subject weighted metric – Doctorate undergrad ratio

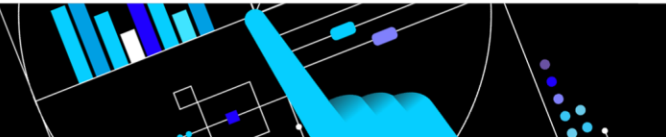
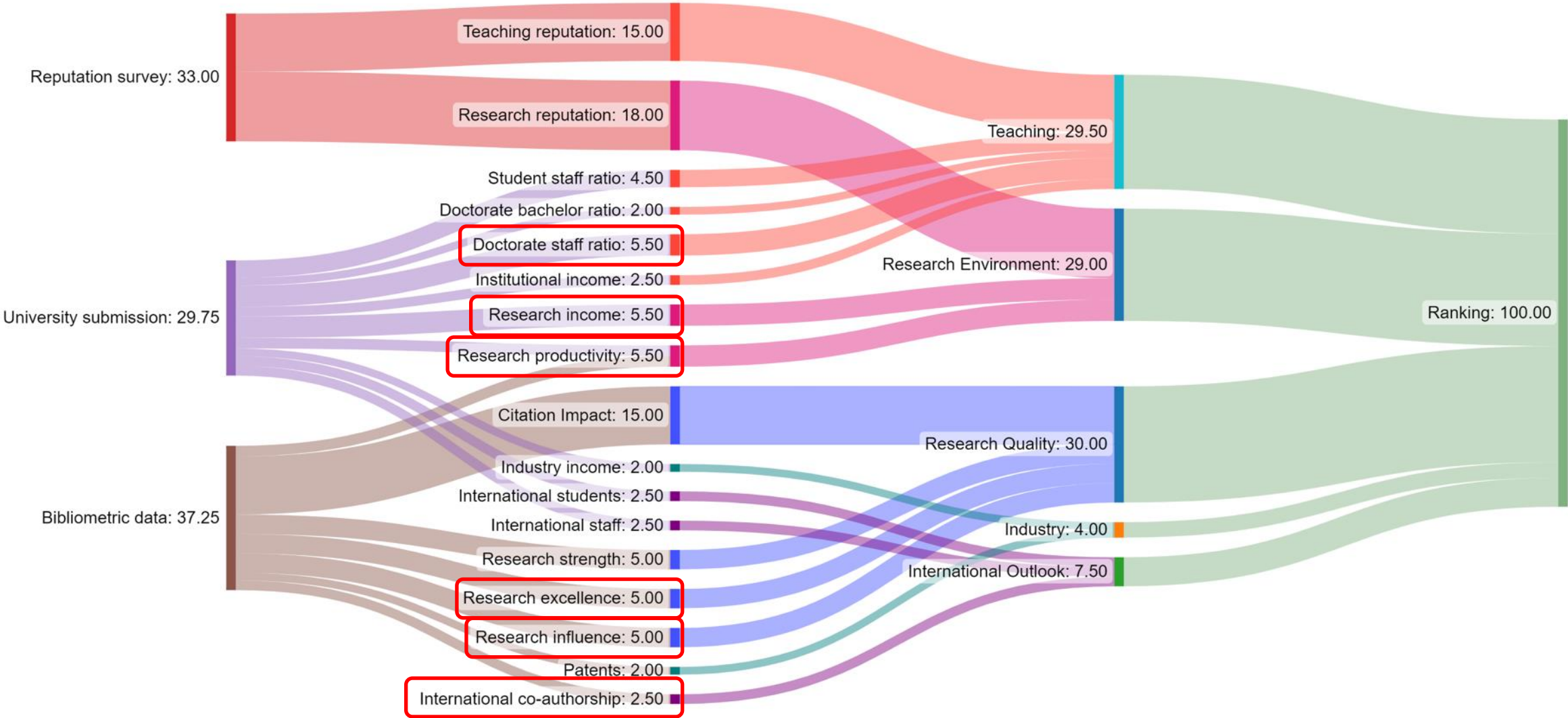
	Overall
<b>Portal Data</b>	
Doctorates Awarded	713
Undergrad Awarded	3562
Ratio	0.20
<b>Statistics of ratio</b>	
mean	0.08
stdev	0.12
<b>Score</b>	
	84.9

Subject weighted metric – Doctorate staff ratio

	Arts	Medicine	Science	Total
<b>Portal Data</b>				
Doctorate awarded	43	173	72	288
Academic staff	128	286	92	506
Ratio	0.34	0.60	0.78	0.57
<b>Statistics of Ratio</b>				
mean	0.1	0.23	0.18	
stdev	0.13	0.41	0.23	
<b>Z-score of ratio</b>				
	1.81	0.91	2.62	
<b>Weighted sum of Z-score</b>				1.45
<b>Statistics of weighted sum</b>				
mean				0.00
stdev				0.80
<b>Score</b>				
				96.5

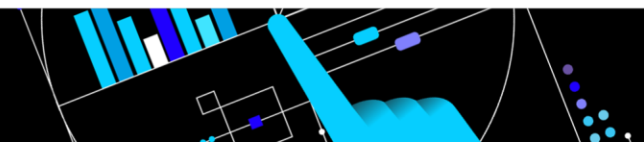


# Fairness across subjects

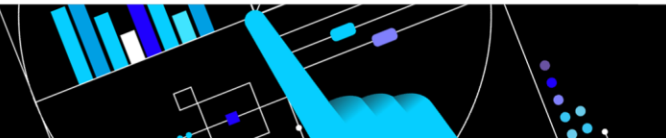
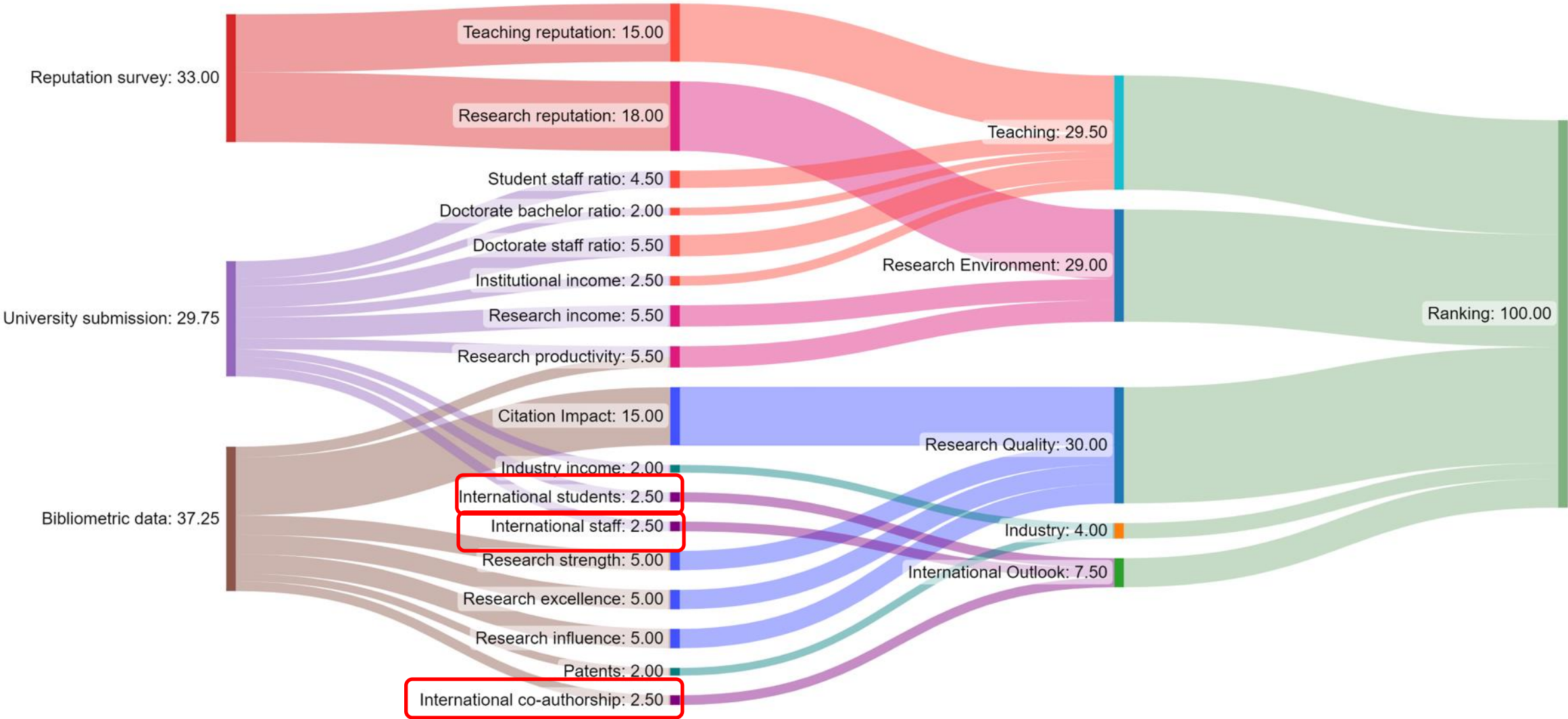


# International Outlook: country size

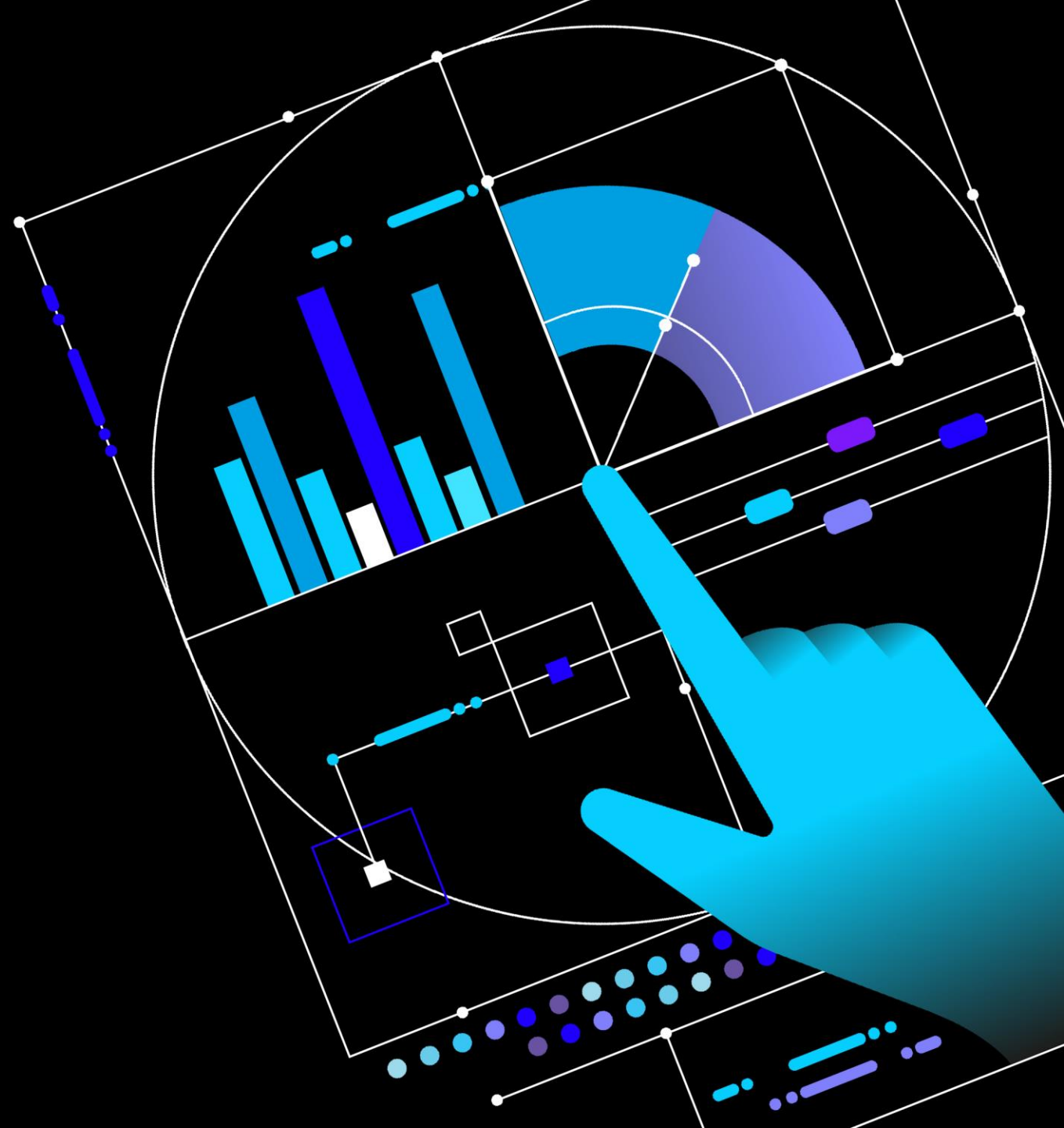
- Large countries have been disadvantaged compared to small countries in our international metrics, in that it is more likely for staff and students at universities in small countries to have come to work/study from abroad.
- The international metrics are normalised to account for the populations size: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



# Fairness across countries



# Insights

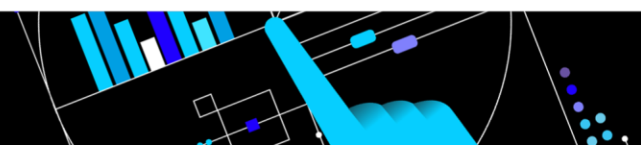
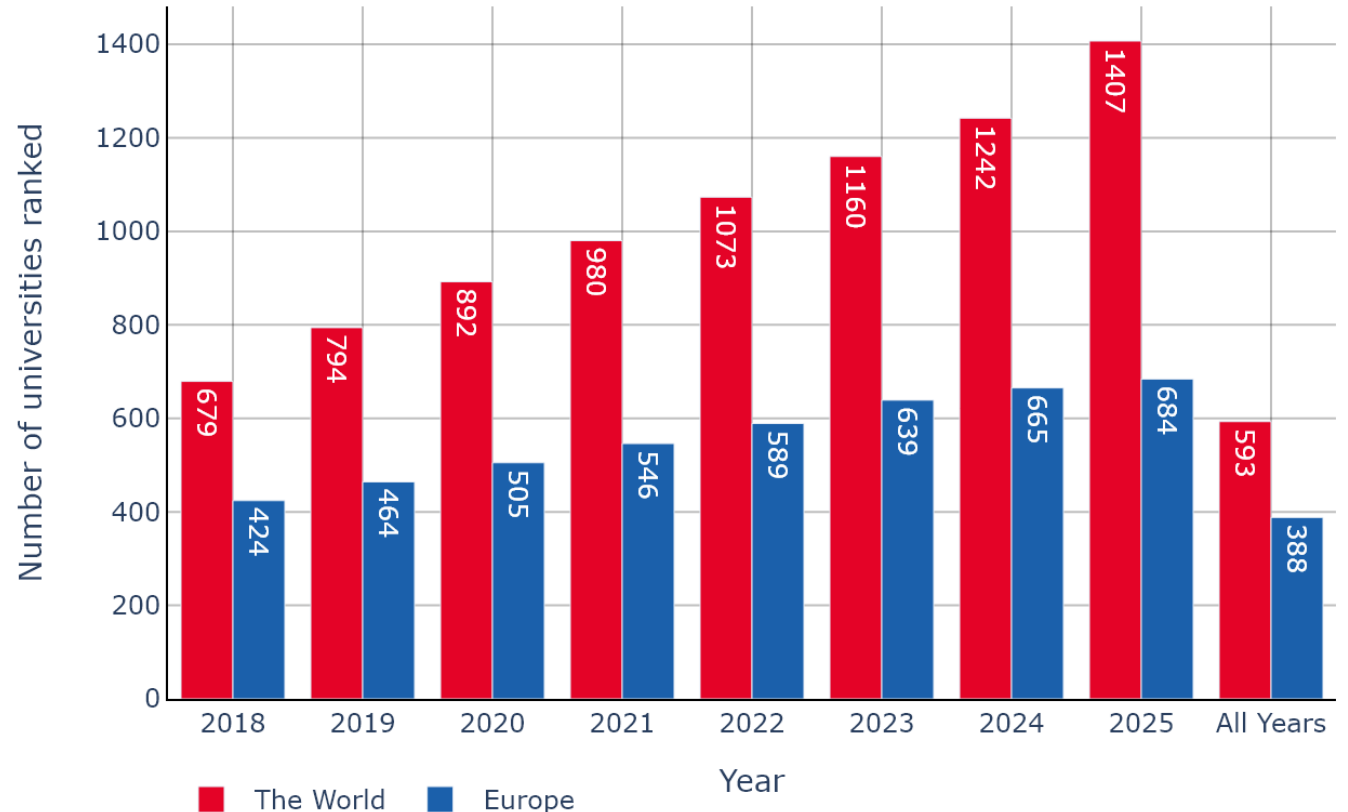


# Ranking numbers

In 2018, Europe represented **38.4%** of the 1103 universities ranked across The World.

In 2025, Europe represented **32.7%** of the 2091 universities ranked across The World.

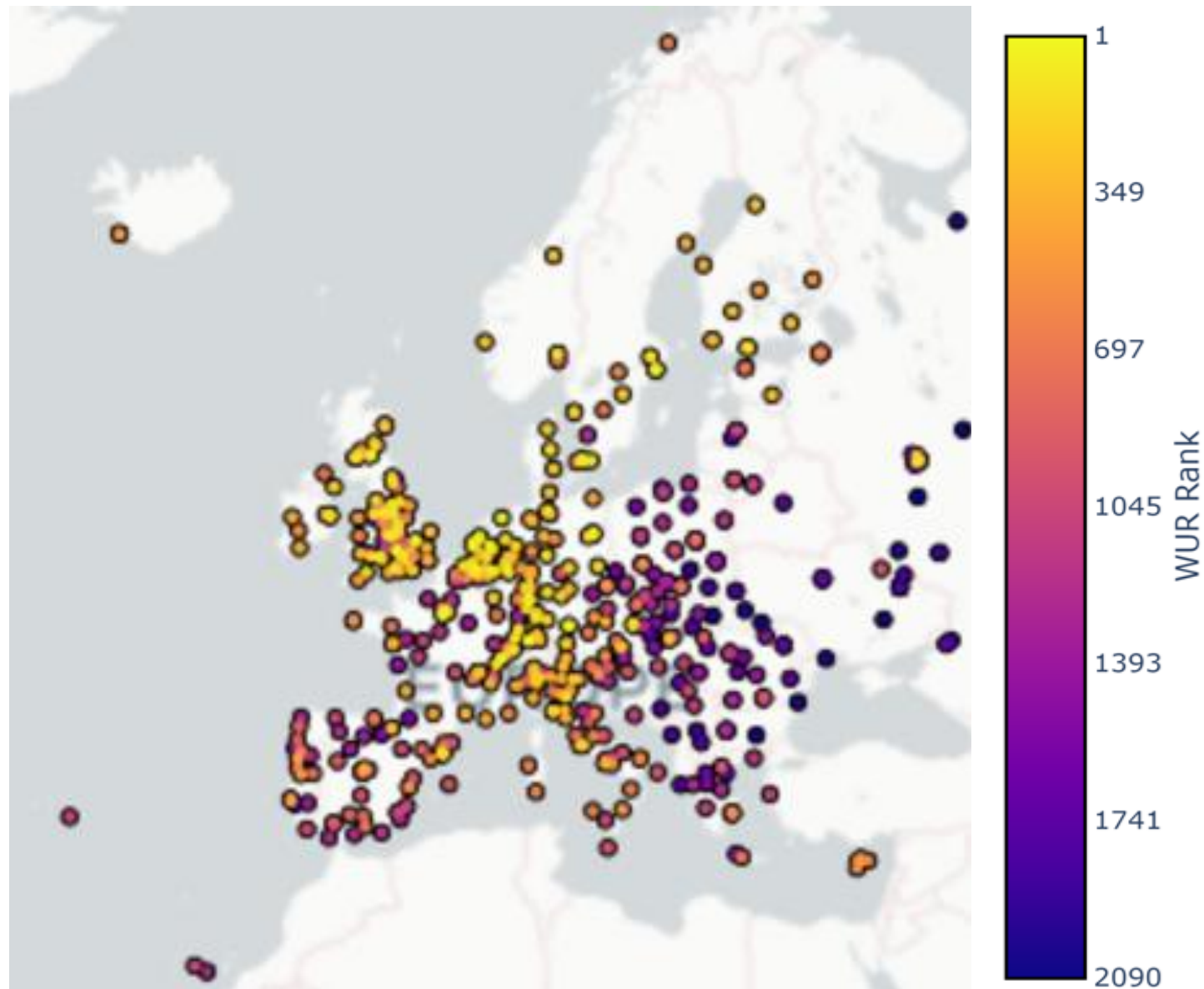
Europe vs The World WUR Ranked per year





# Top Universities

University	Country	Rank
University of Oxford	United Kingdom	1
University of Cambridge	United Kingdom	5
Imperial College London	United Kingdom	9
ETH Zurich	Switzerland	11
UCL	United Kingdom	=22
Technical University of Munich	Germany	26
University of Edinburgh	United Kingdom	29
École Polytechnique Fédérale de Lausanne	Switzerland	32
King's College London	United Kingdom	=36
LMU Munich	Germany	38
PSL Research University Paris	France	42
KU Leuven	Belgium	43
Universität Heidelberg	Germany	=47
Karolinska Institute	Sweden	49

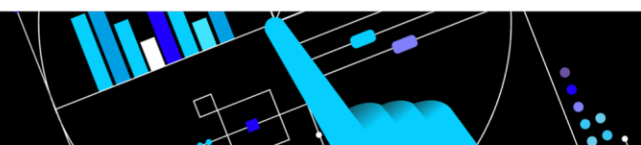
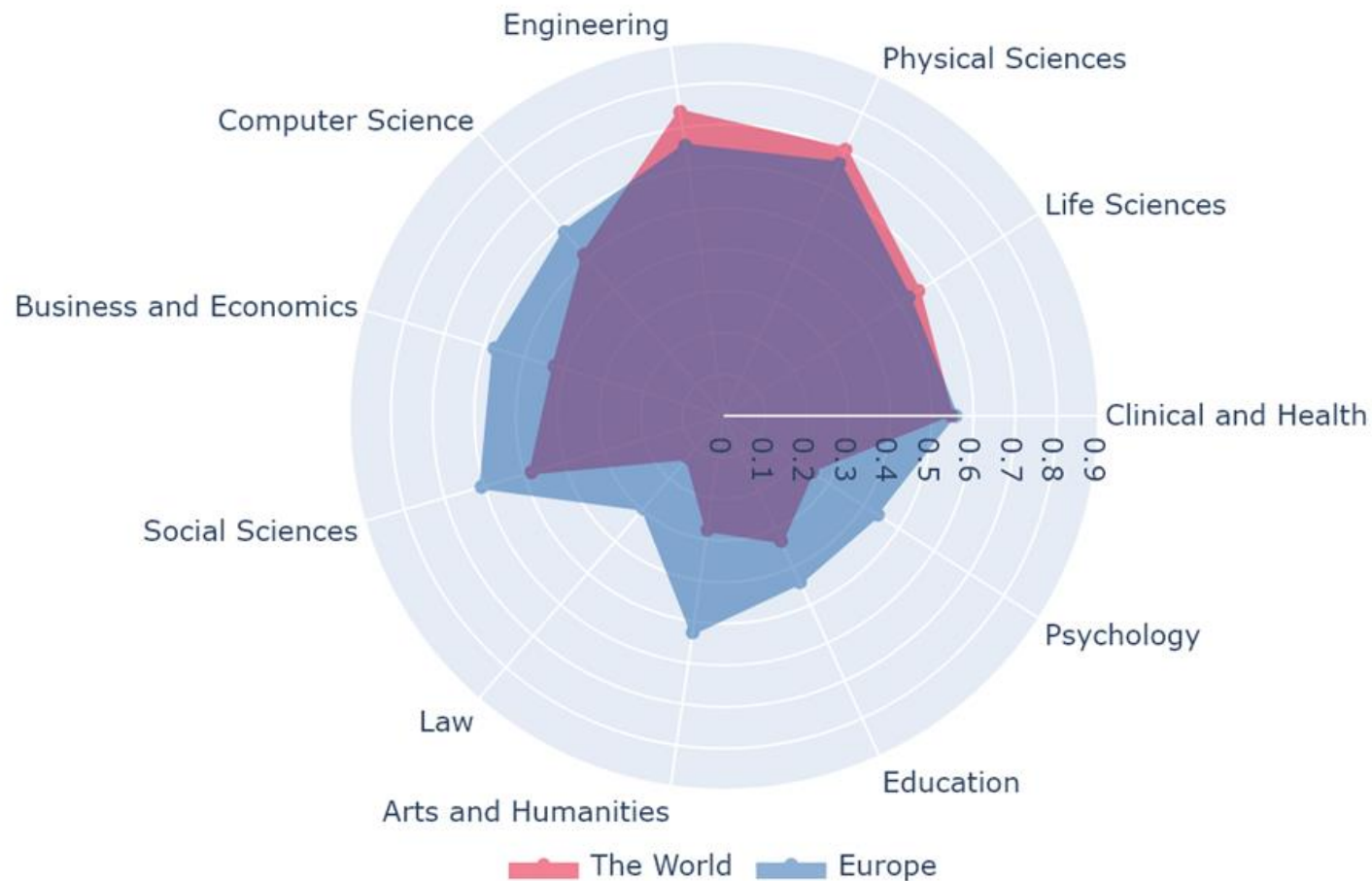


# Subjects

Across Europe, Physical Sciences was the most frequently ranked subject in 2025 where it was ranked for 456 universities.

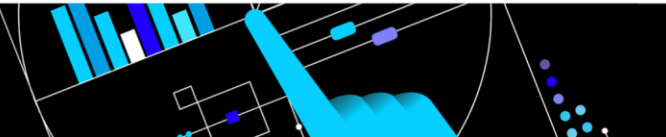
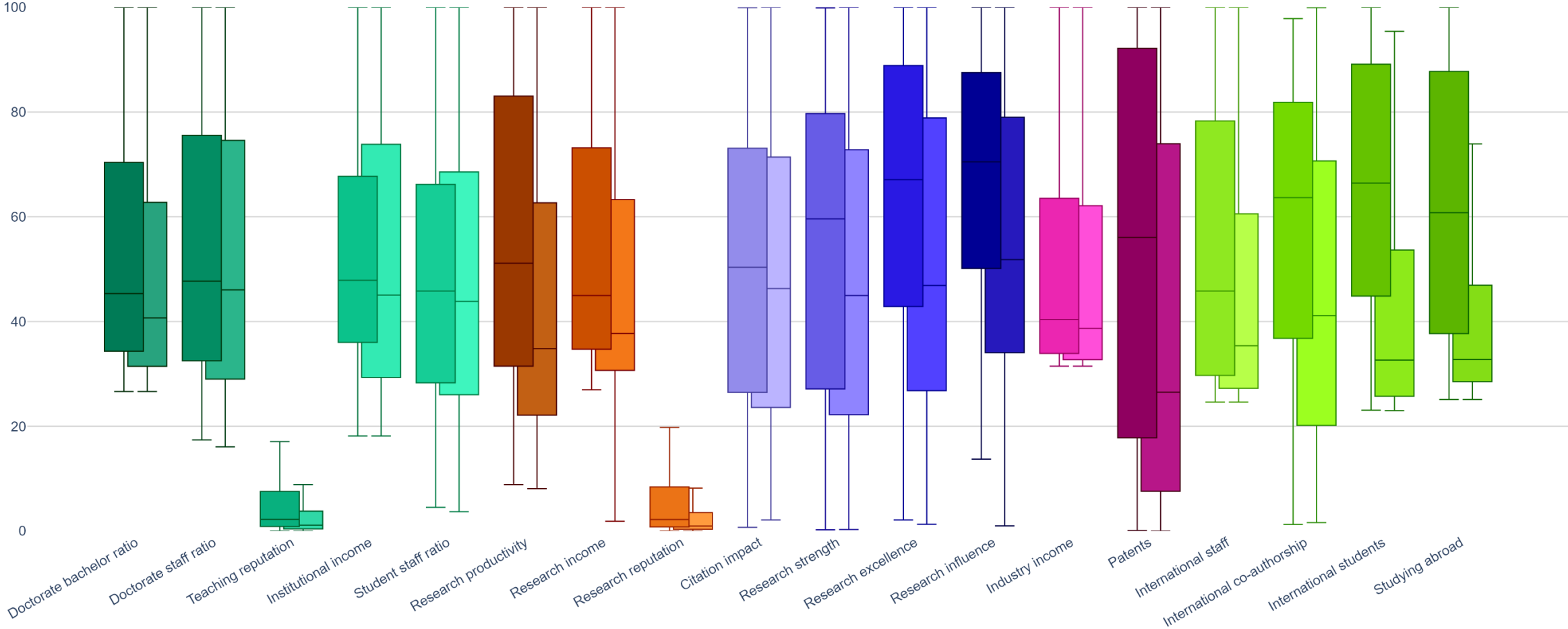
Law was the least frequently ranked subject in 2025 with just 202 universities ranked.

Percentage of universities with subjects ranked in WUR 2025



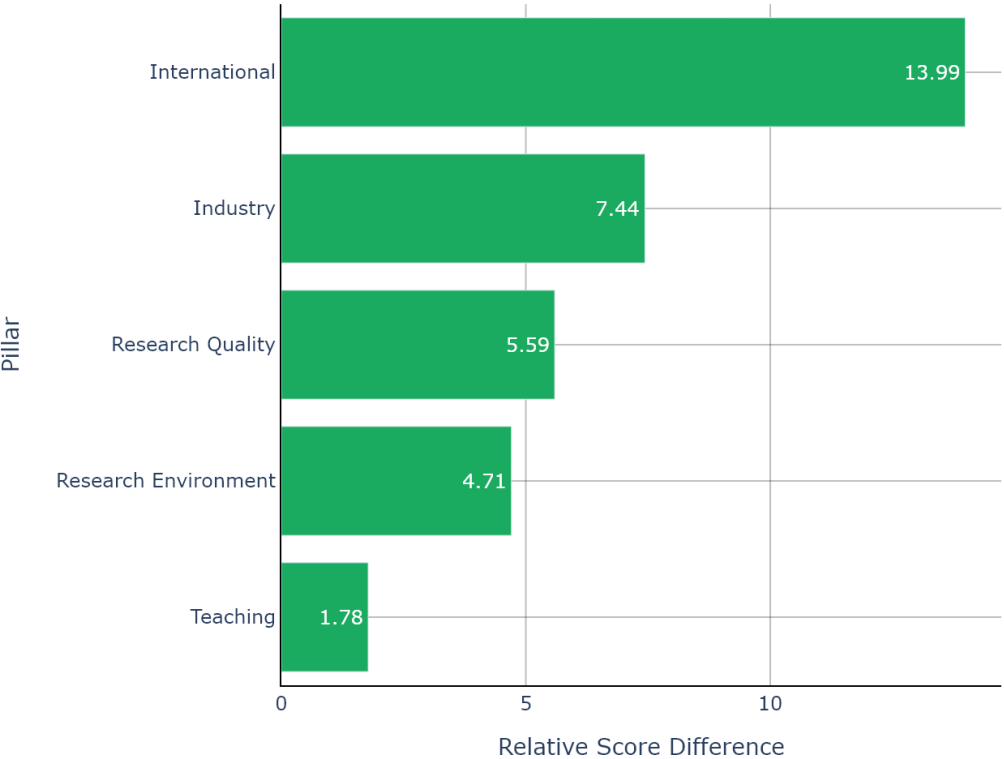
# Europe vs The World WUR 2025 metrics comparison

Europe vs The World World University Rankings 2025 metrics boxplot

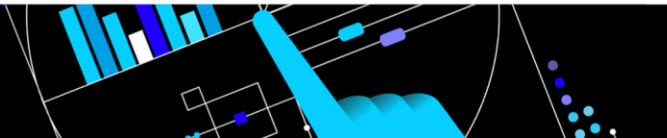
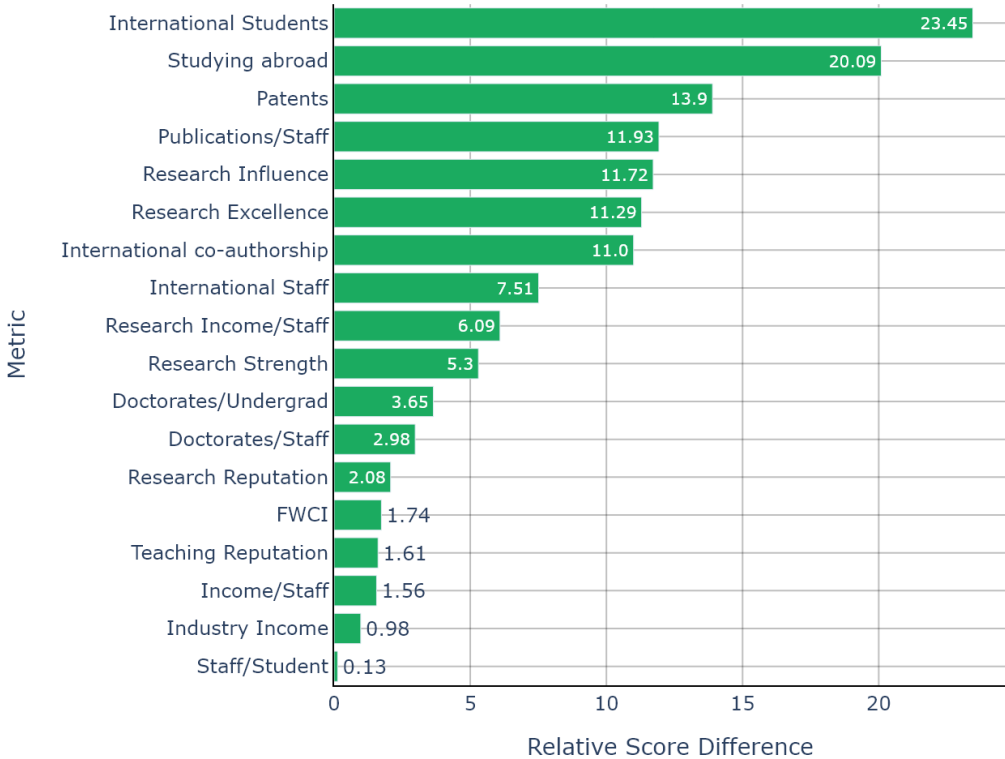


# Europe vs Rest of World Pillars and Metrics

Europe vs The World Pillar Relative Score Difference 2025

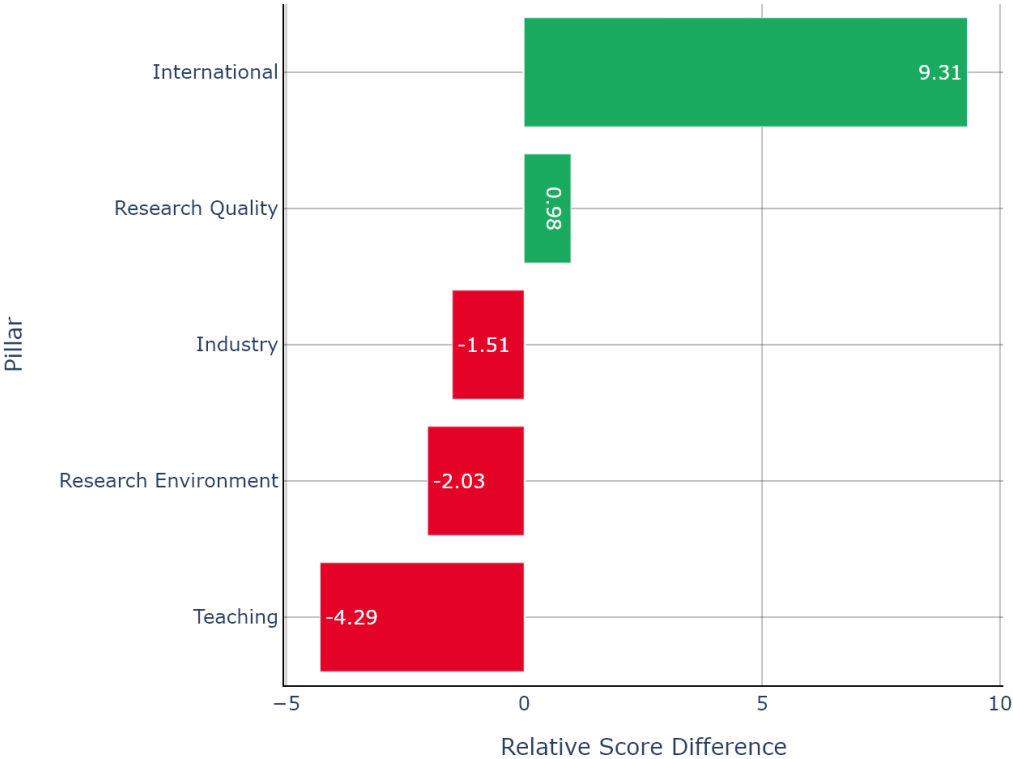


Europe vs The World Metric Relative Score Difference 2025

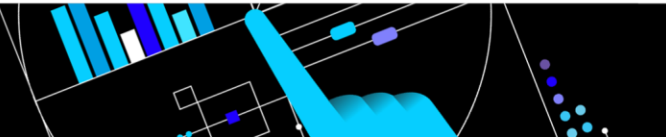
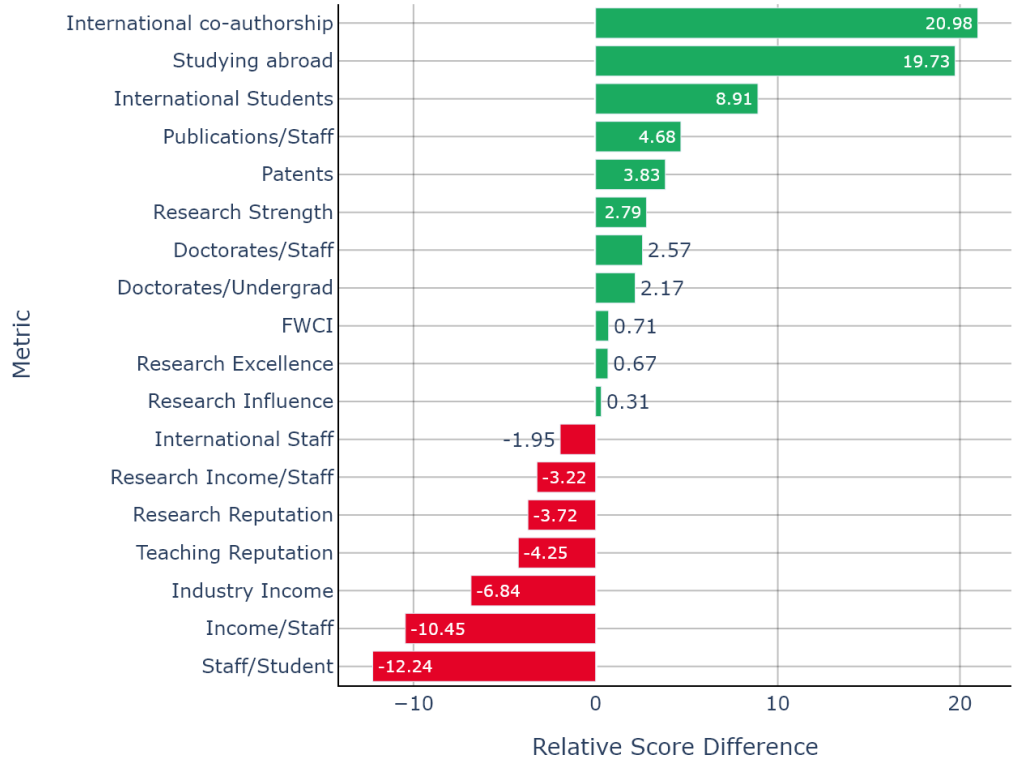


# Europe vs Rest of World Pillars and Metrics – Top 500

Europe vs The World Top 500 Pillar Relative Score Difference 2025

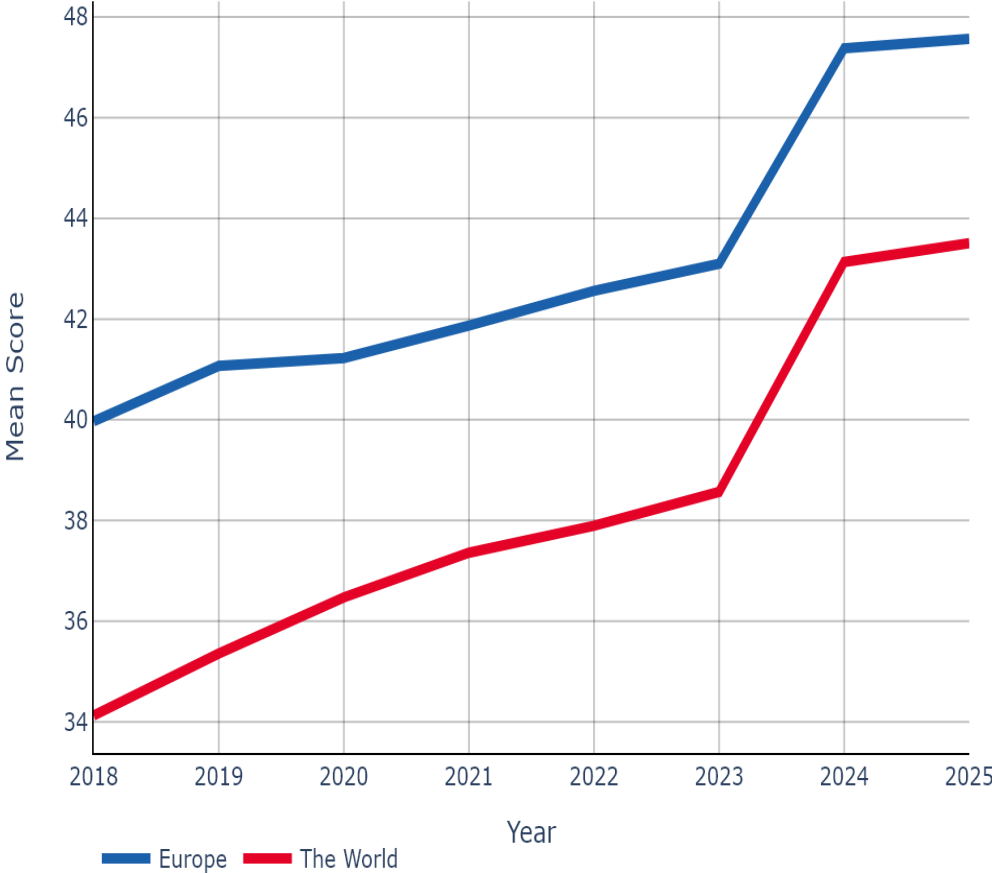


Europe vs The World Top 500 Metric Relative Score Difference 2025

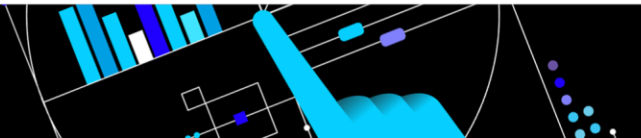
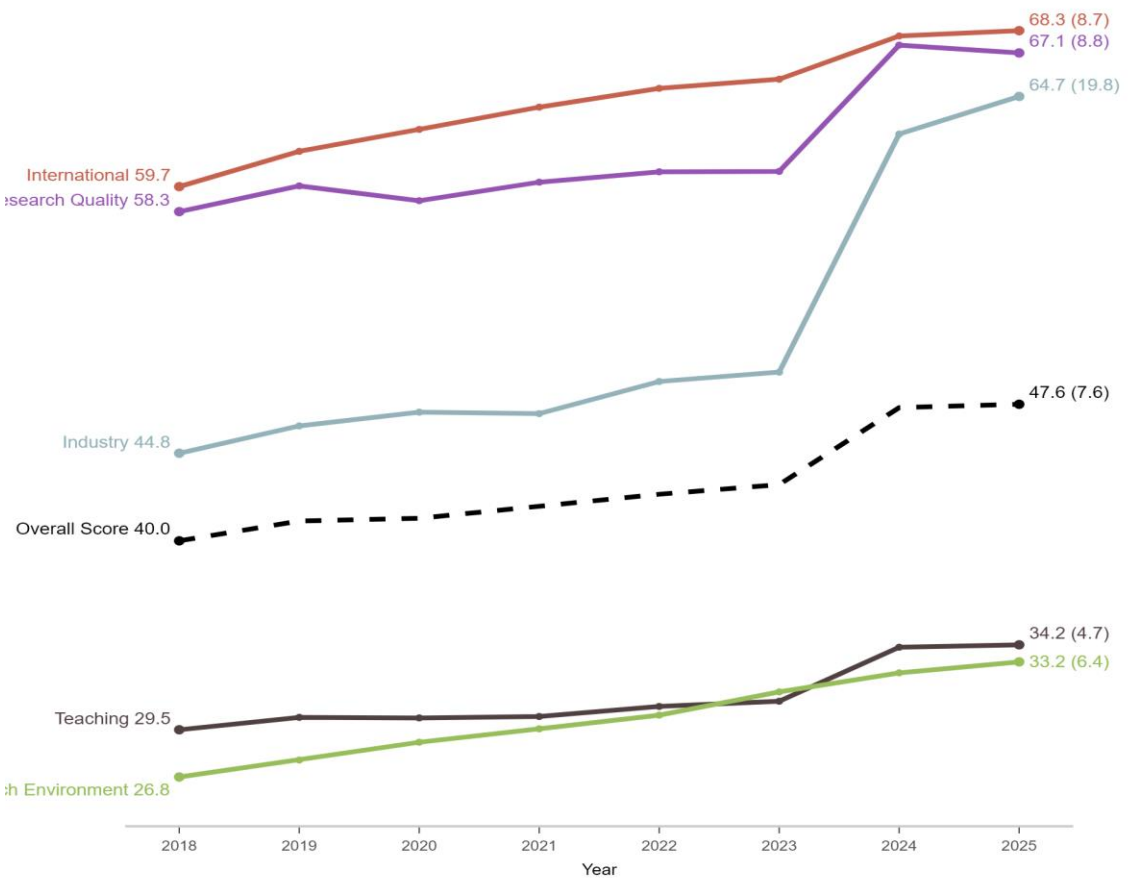


# Europe 2018-2025

Europe vs The World changes in mean WUR score 2018-2025

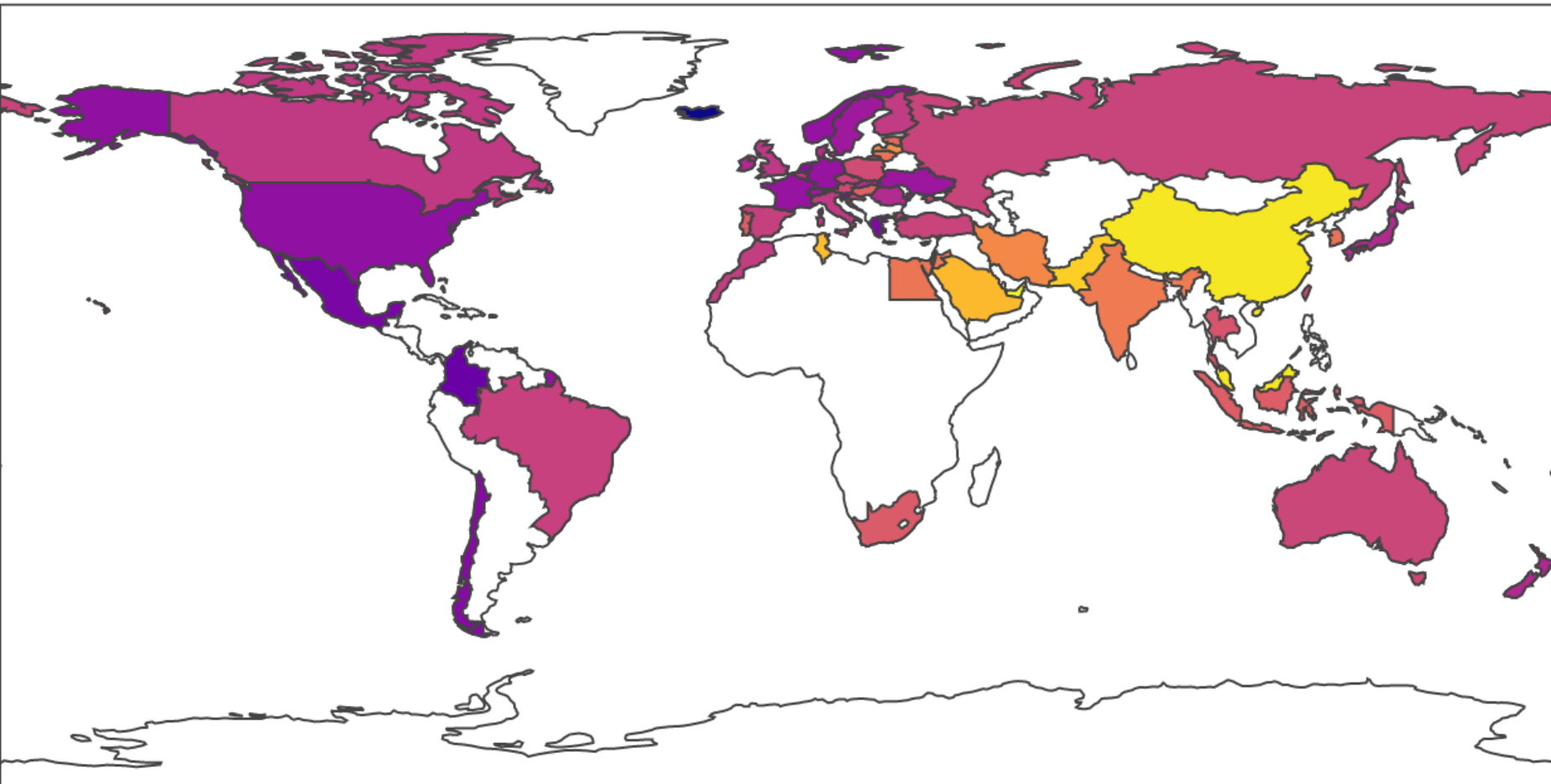


Europe in The World: Changes in WUR pillar scores 2018-2025





# Countries average WUR score changes 2018-2025



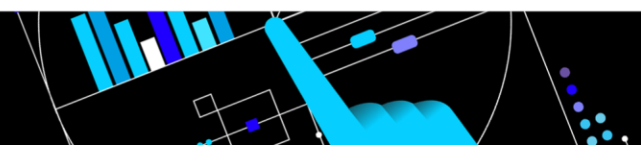
20 The WUR Score for Europe has increased by an average of 7.6 between 2018 and 2025.

15

10 The World has increased by an average of 9.4 during the same period.

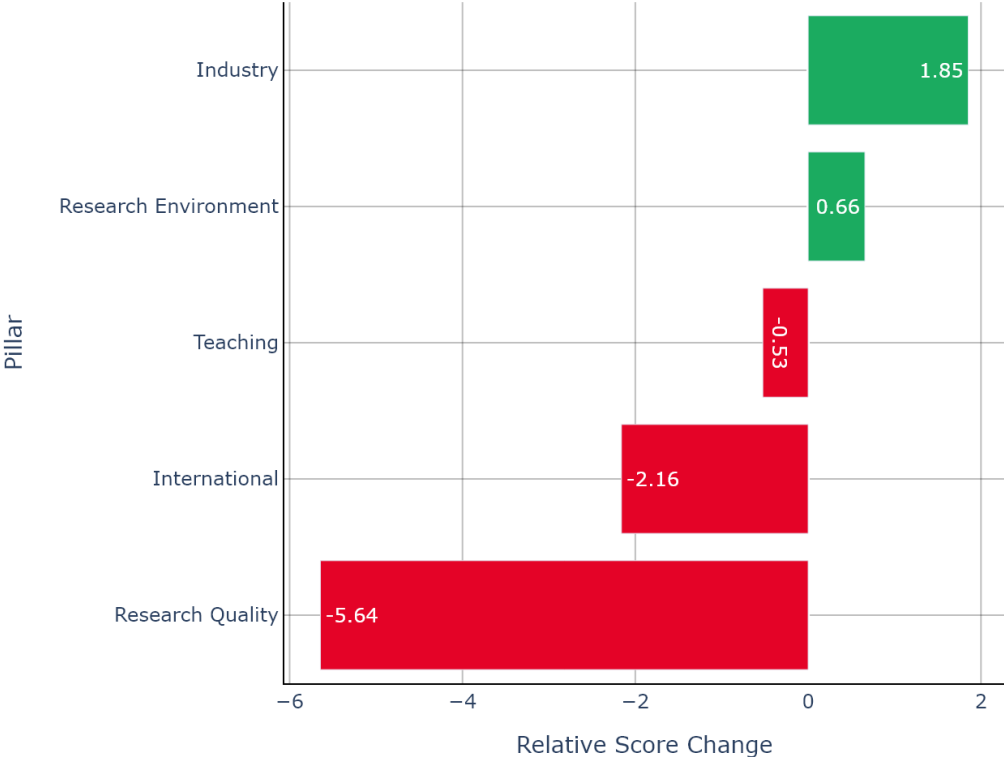
5

0

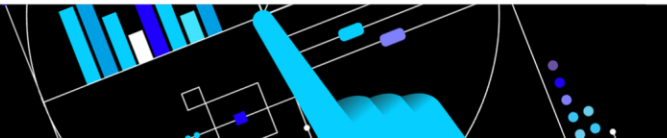
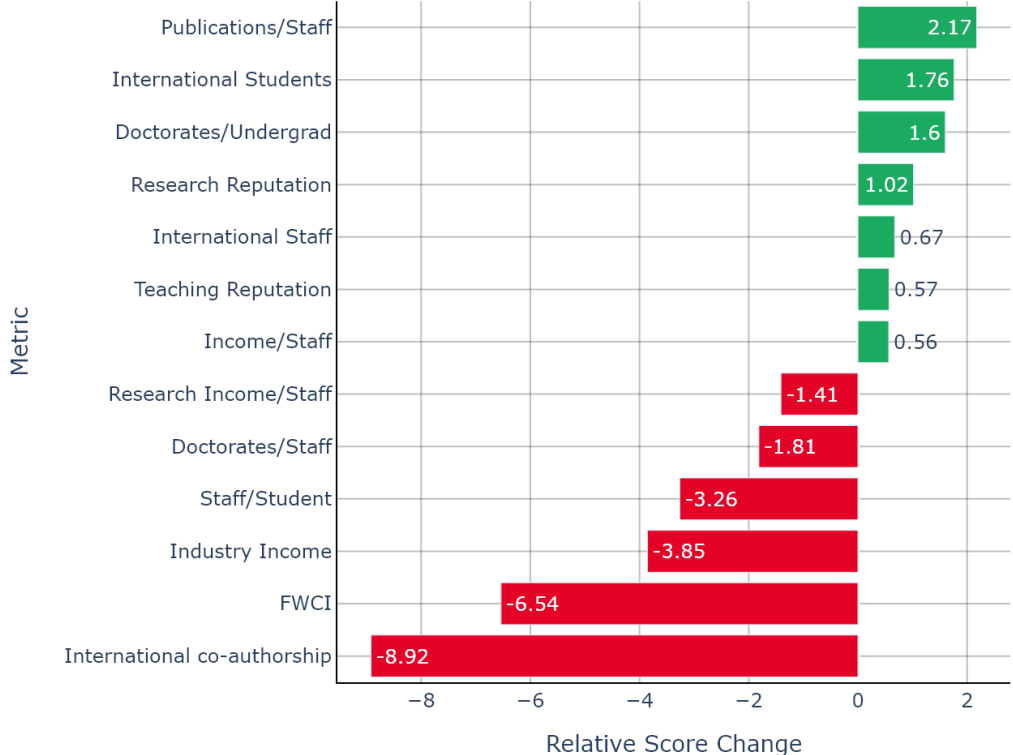


# Europe vs The World 2018-2025 Pillars and Metrics

Europe vs The World Pillar Relative Score Change 2018-2025

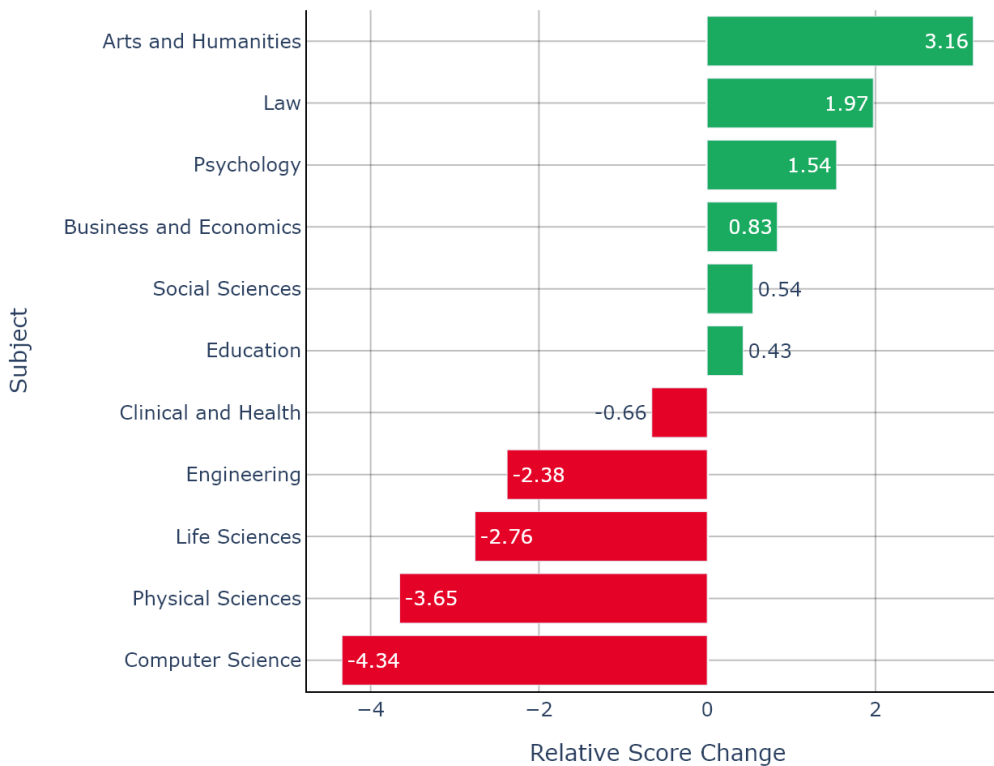


Europe vs The World Metric Relative Score Change 2018-2025

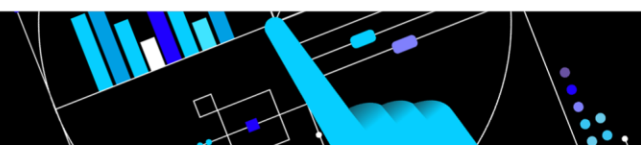
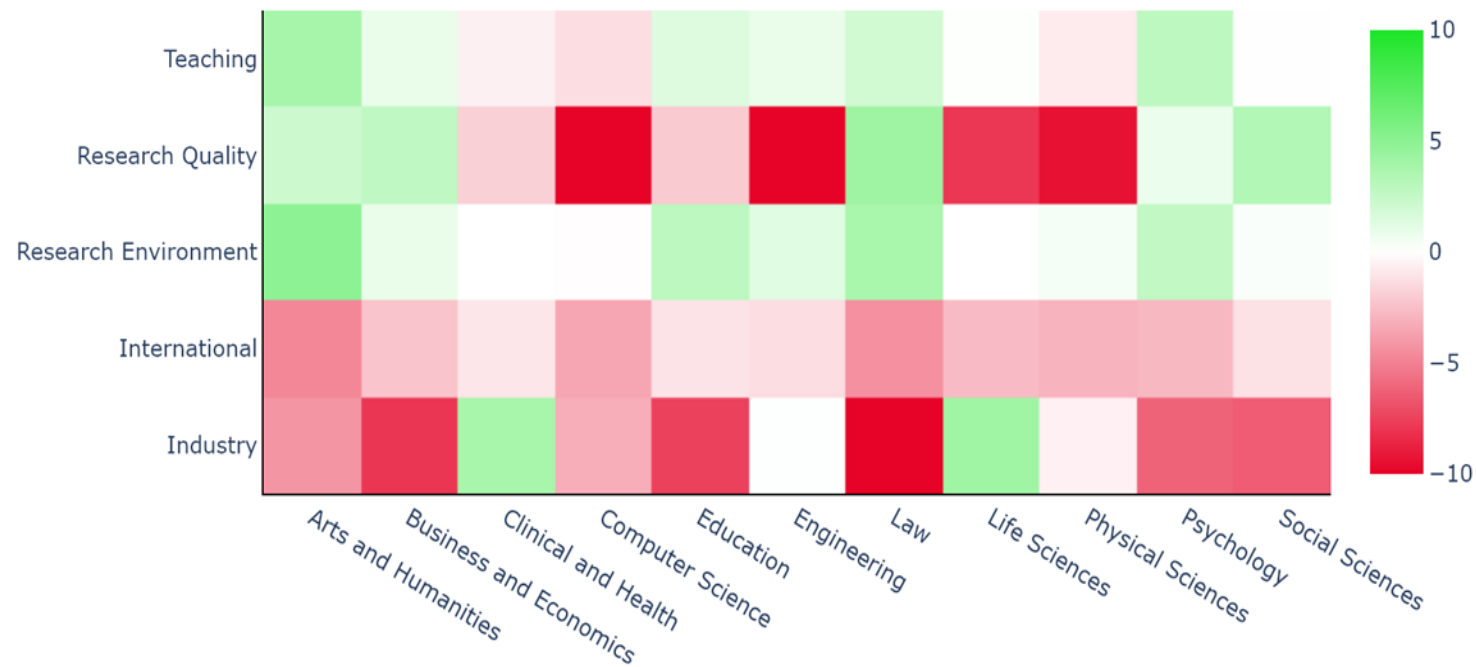


# Subjects

Europe vs The World Subject Relative Score Change 2018-2025

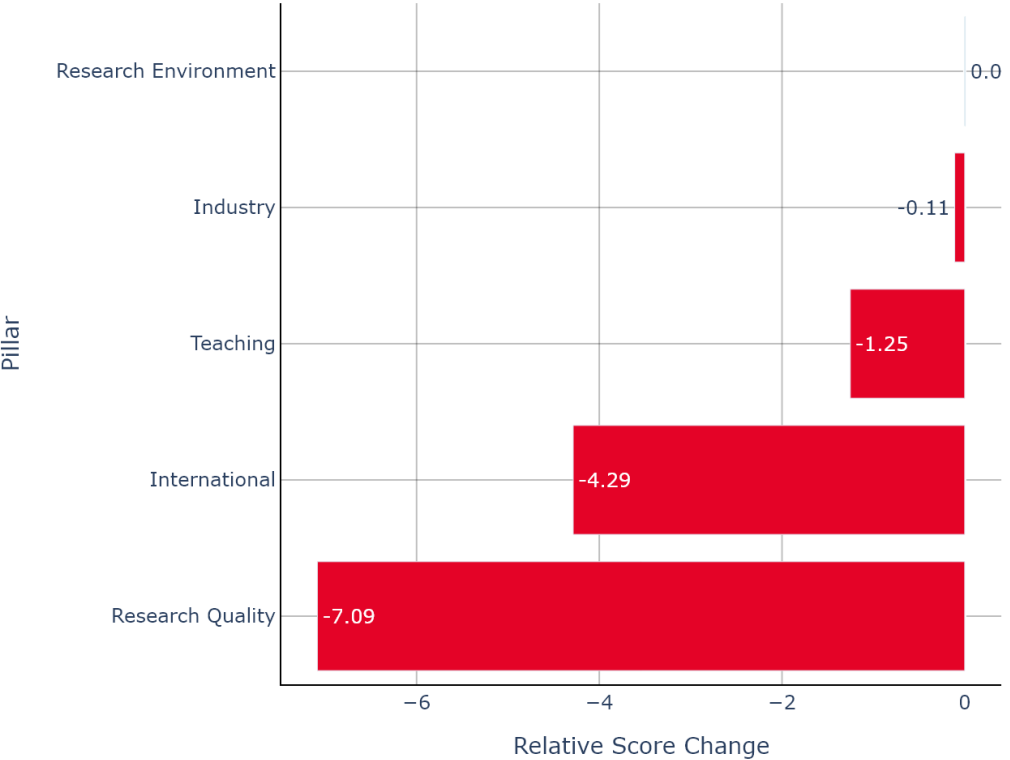


Europe vs The World pillar comparison 2018-2025

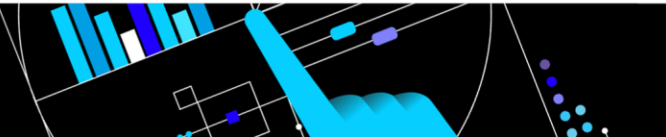
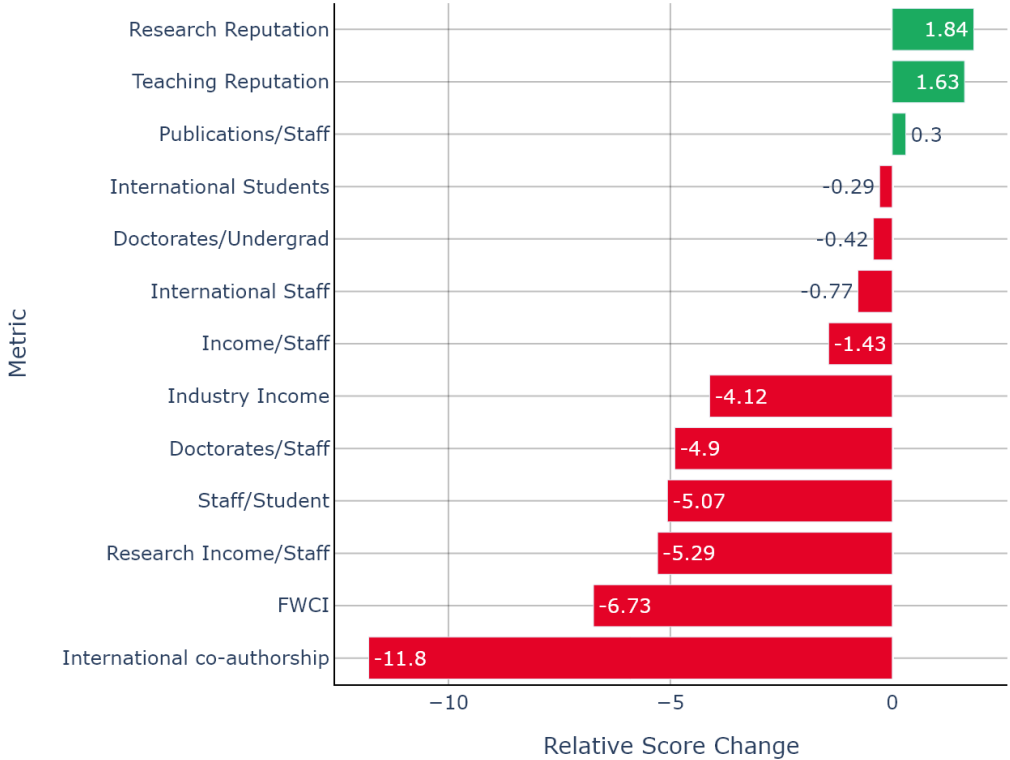


# Europe vs RoW Pillars and Metrics – Top 500 2018 - 2025

Europe vs The World Top 500 Pillar Relative Score Change 2018-2025



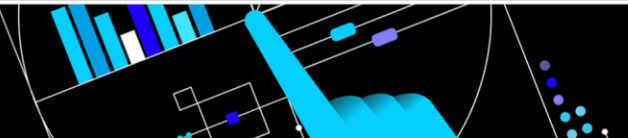
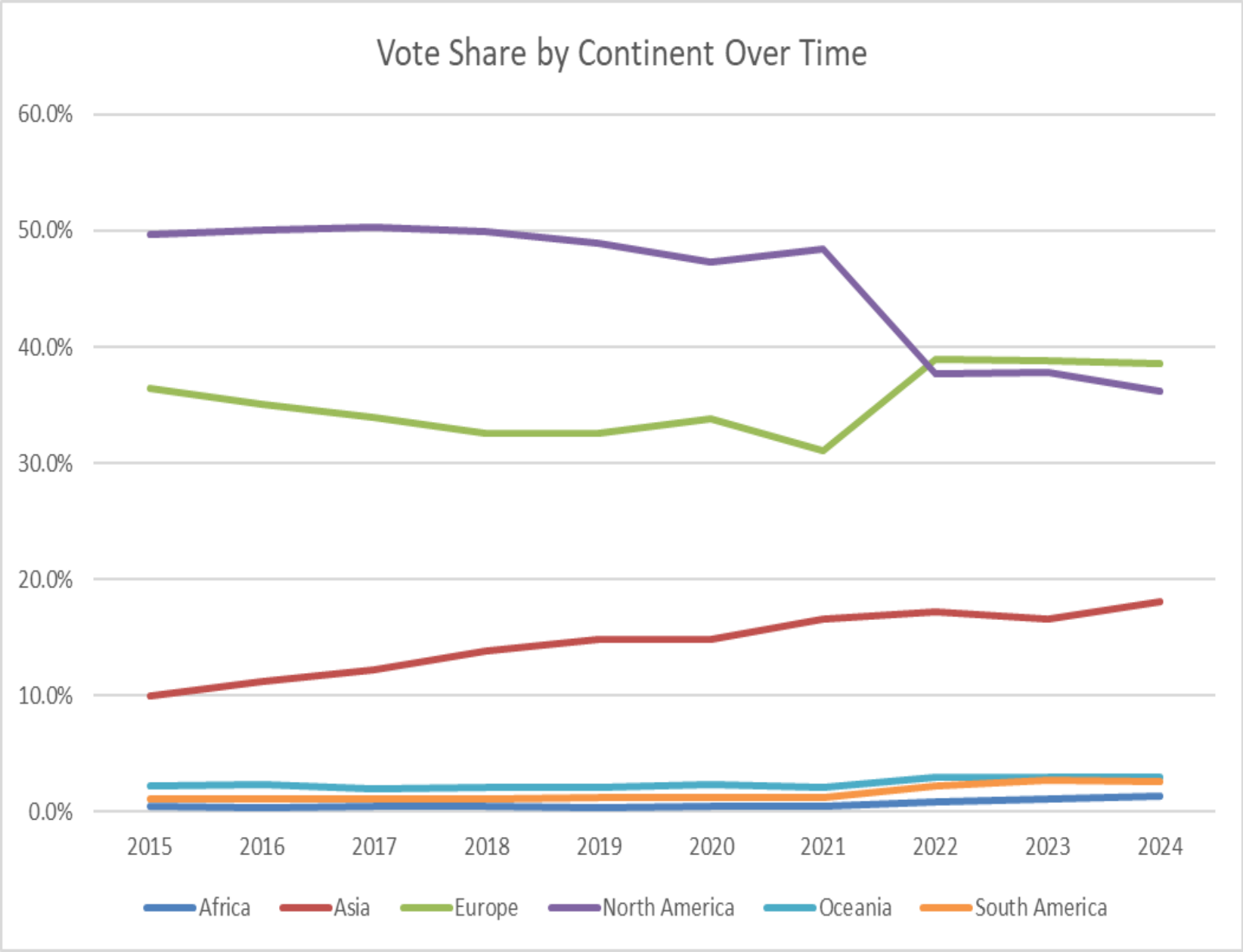
Europe vs The World Top 500 Metric Relative Score Change 2018-2025



# Reputation Votes

Europe's share of the reputation vote has remained steady over the last 3 years.

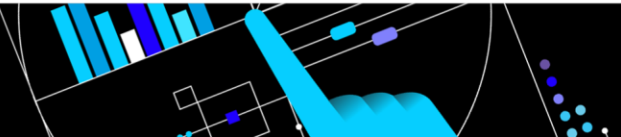
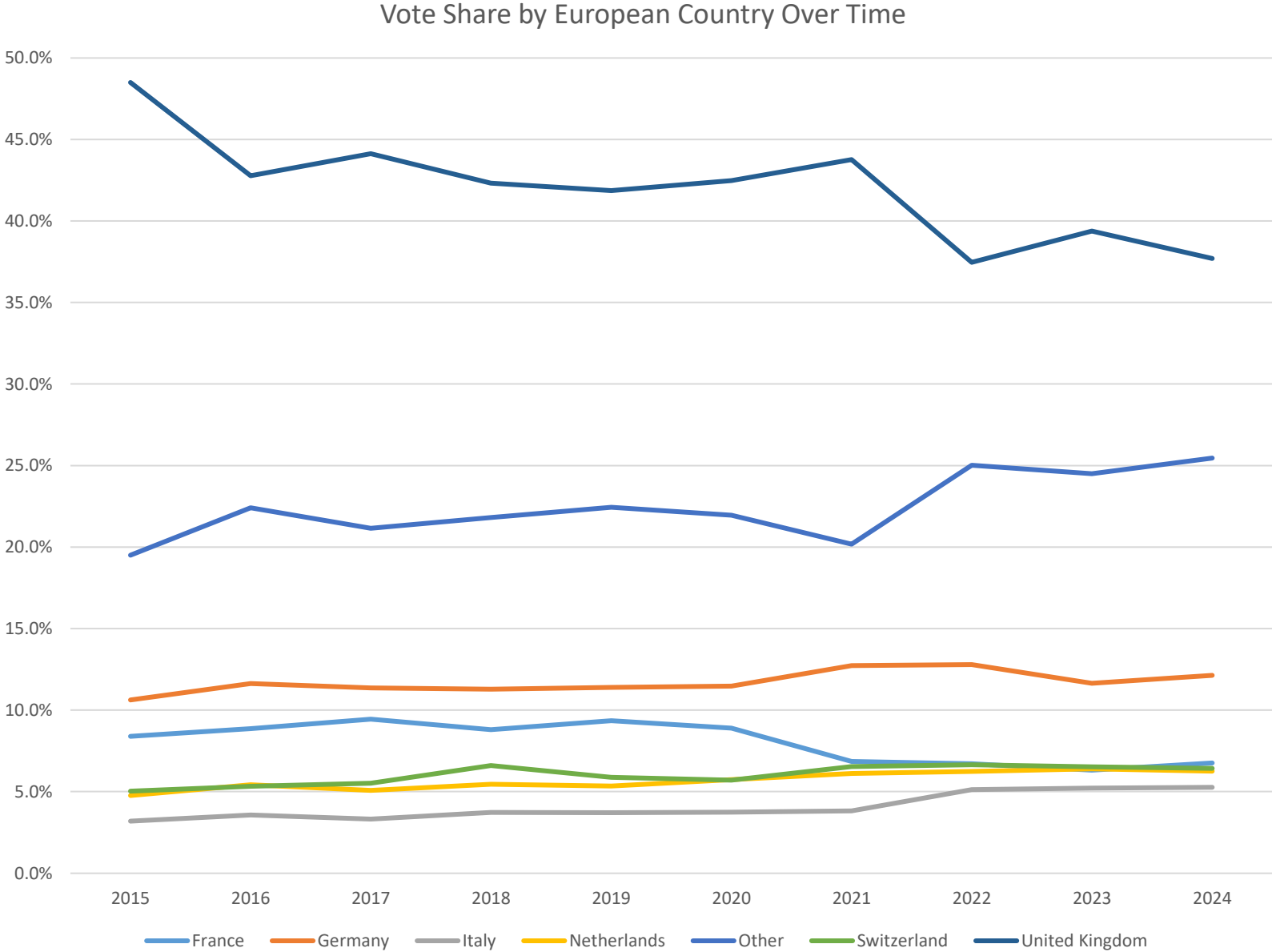
The US has declined slightly (this drives an increase in Europe reputation scores)



# Reputation Votes

The UK has the largest share of votes but that is declining.

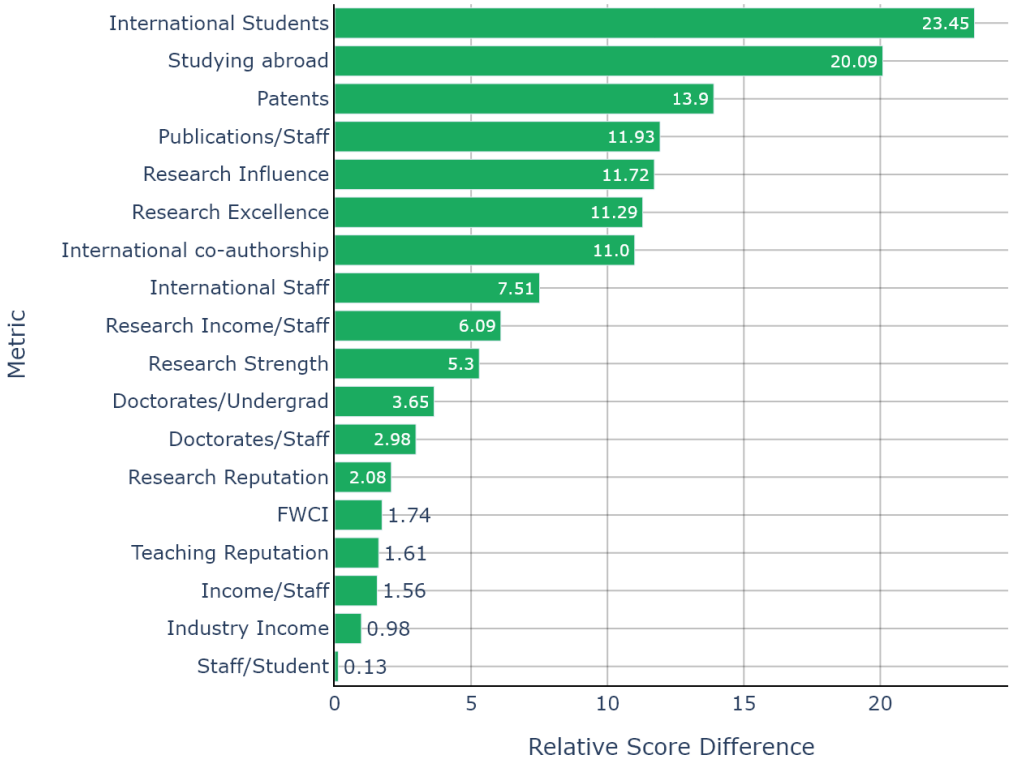
Votes are increasing in countries not in the Top 6



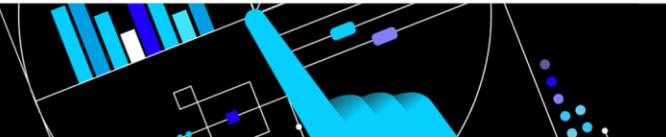
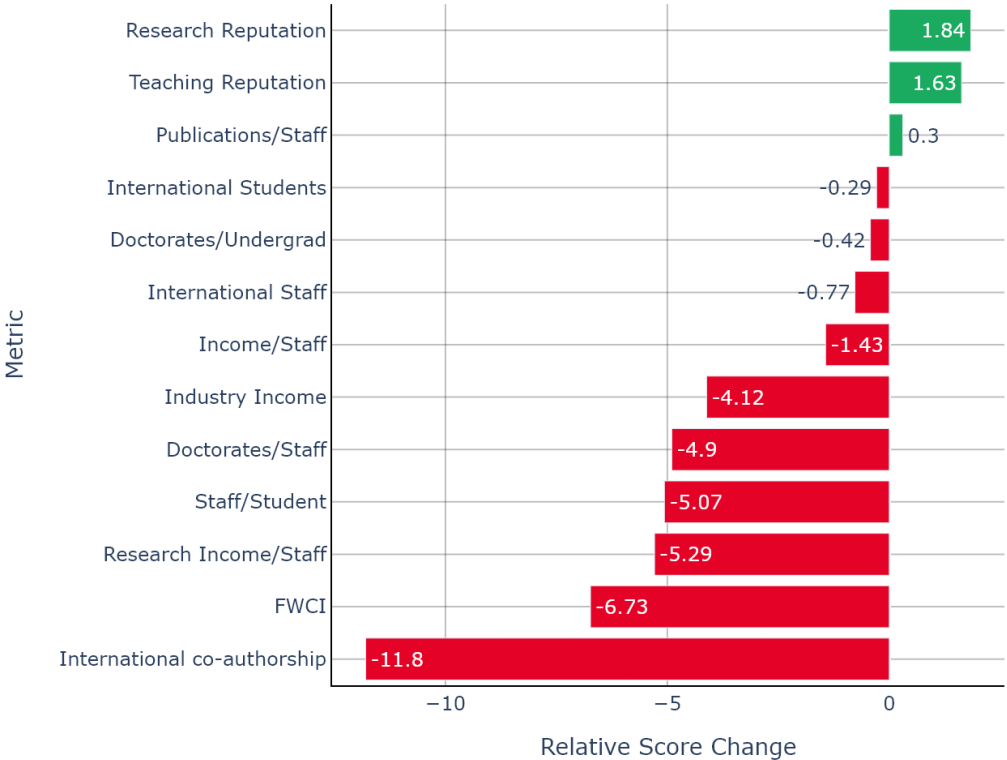
# Europe: Summary

Europe is strong compared to the Rest of the World, but is losing its advantage

Europe vs The World Metric Relative Score Difference 2025



Europe vs The World Top 500 Metric Relative Score Change 2018-2025





# Participate this year

## RESEARCH



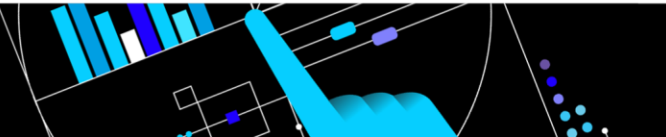
Data collection opens January 2025



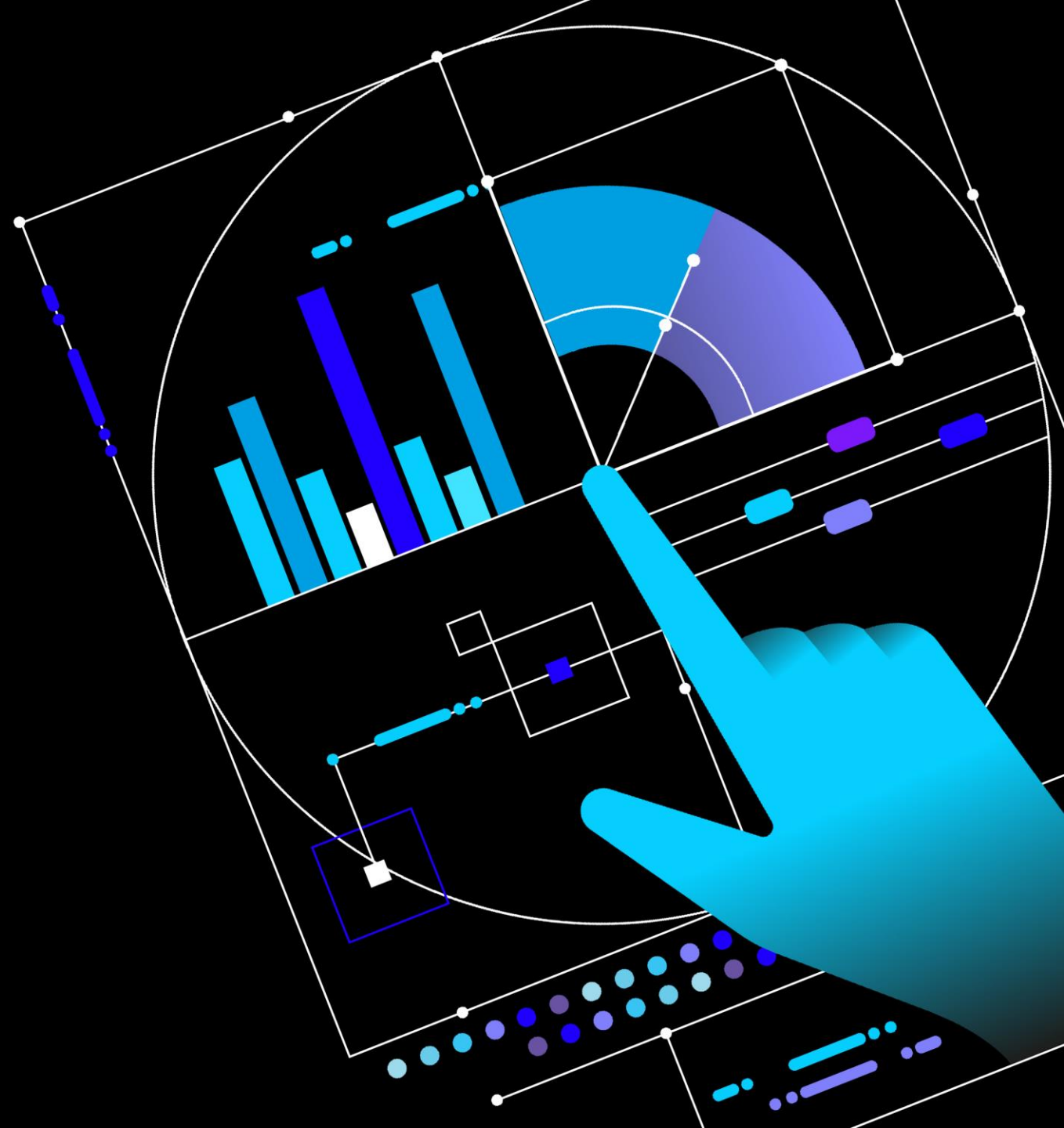
## IMPACT & SUSTAINABILITY



Data collection open now, until November 11th



Thank you



# Consultancy Services



## Consultancy

Empowering universities, governments  
and organisations around the world.

### Rankings & Performance Analysis

In-depth analysis of institutional and subject level performance in THE's suite of global rankings. We also provide institutional level simulation of rankings performance for unranked institutions, with detailed analysis of strengths,...

[Discover more](#)

### Internationalisation & Transnational Education (TNE)

Offering a bespoke Transnational Education (TNE) consultancy service powered by our world-leading higher education data and global network of universities.

[Discover more](#)

### Portfolio & Course Analysis

Benchmarking portfolios across faculties and institutions using qualitative & quantitative methods

[Discover more](#)

### Reputation & Brand

THE's Reputation and Brand consultancy services are built on our unparalleled experience supporting universities around the world to analyse, audit and track their global reputation and impact of their brand

[Discover more](#)

### Research Strategy

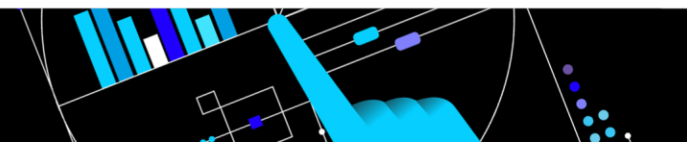
THE Consultancy can support universities and ministries of education enhance their academic research strategies, using THE's bibliometric data and unique artificial intelligence tools

[Discover more](#)

### Industry Insights

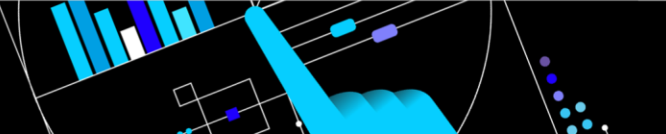
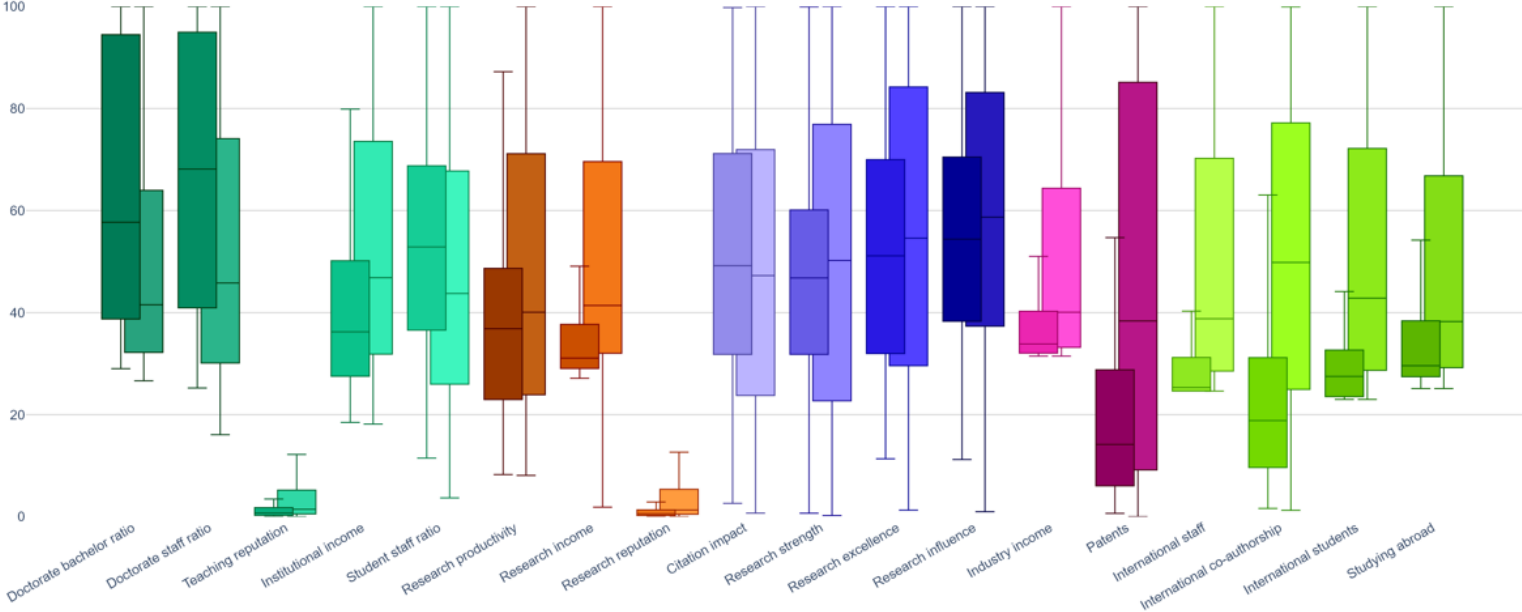
Our team work closely with industry and commercial organisations to provide insights and tailored thought leadership on a topical basis to support with market awareness, sector engagement, reputation and to help in forging strategic...

[Discover more](#)



# 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

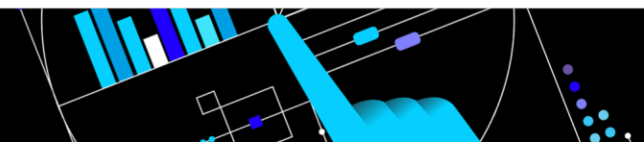
## Reputation vote analysis

- 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

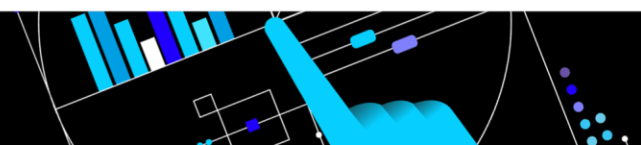
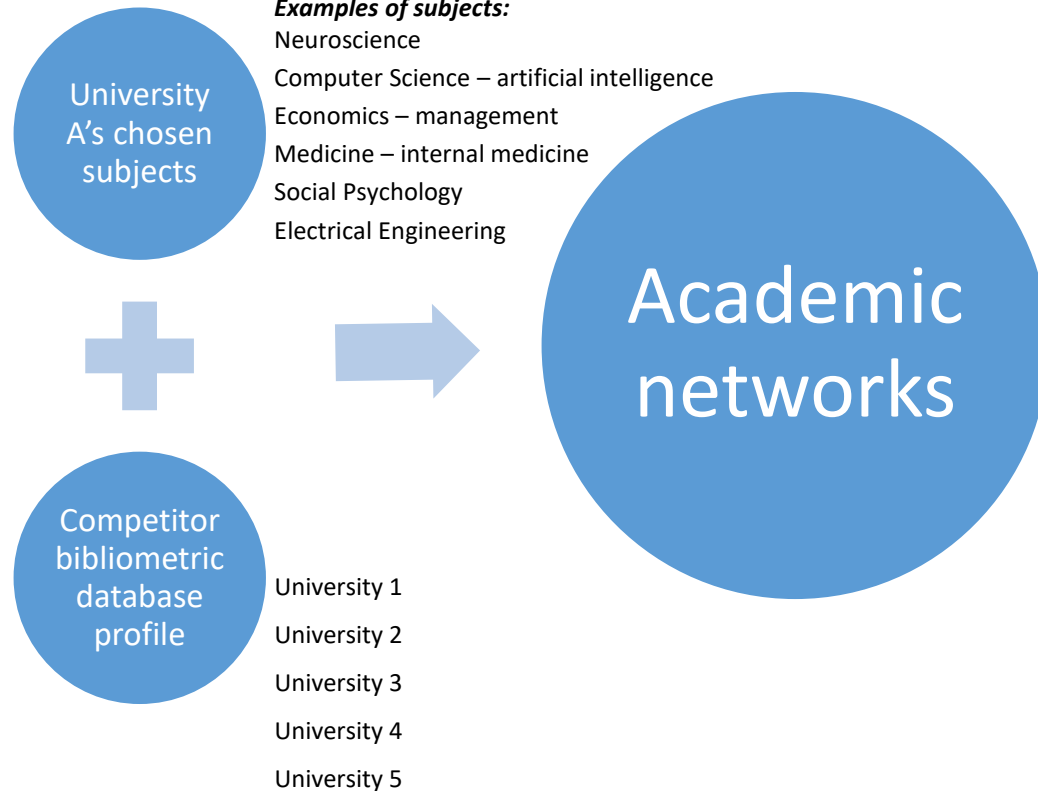
## Strategic recommendations

- 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

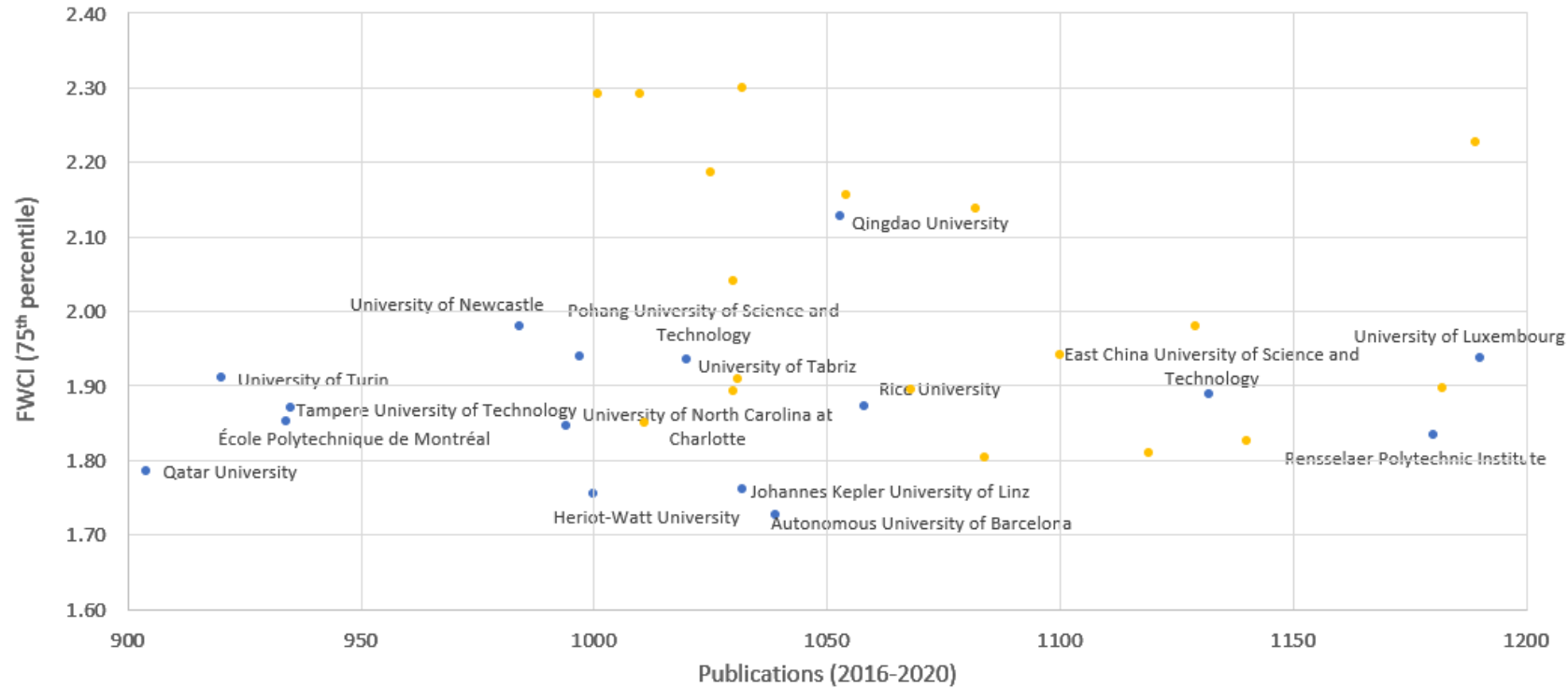


# Academic Network Analysis

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



# Academic Network Analysis



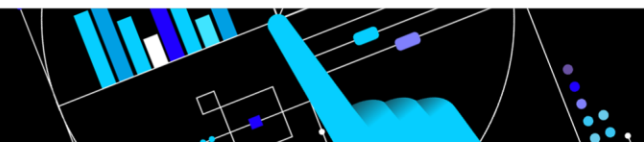
- University A's collaborators in common with its chosen peers
- Collaborators of University A's chosen peers that are outside University A's current network  
- Possible for future collaborations as they work with Universities who specialise in similar subjects as you

Publication range 900-1200  
FWCI range 1.6-2.4

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

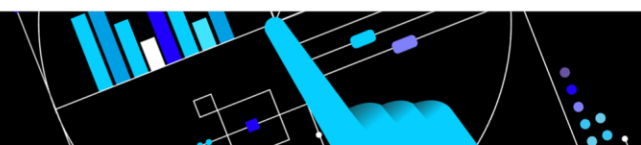
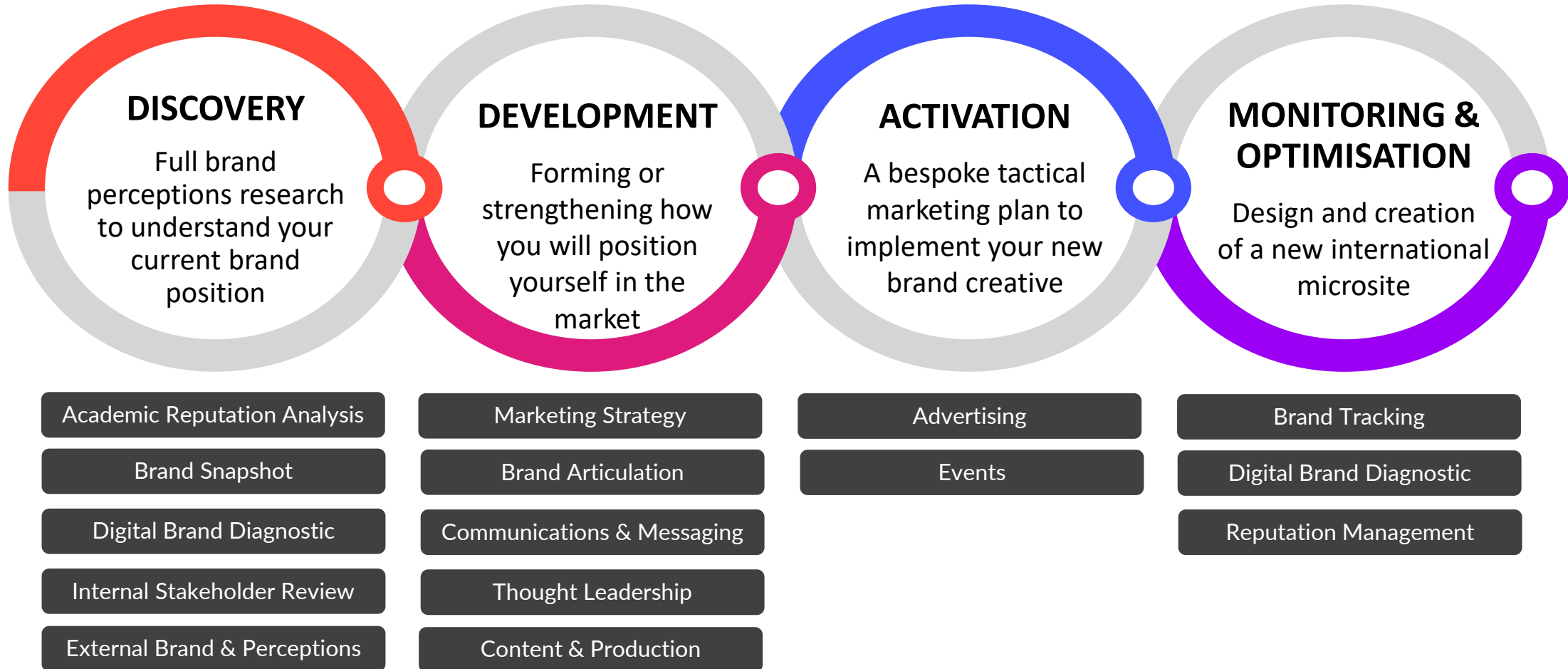
In yellow are University A's current collaborators

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

