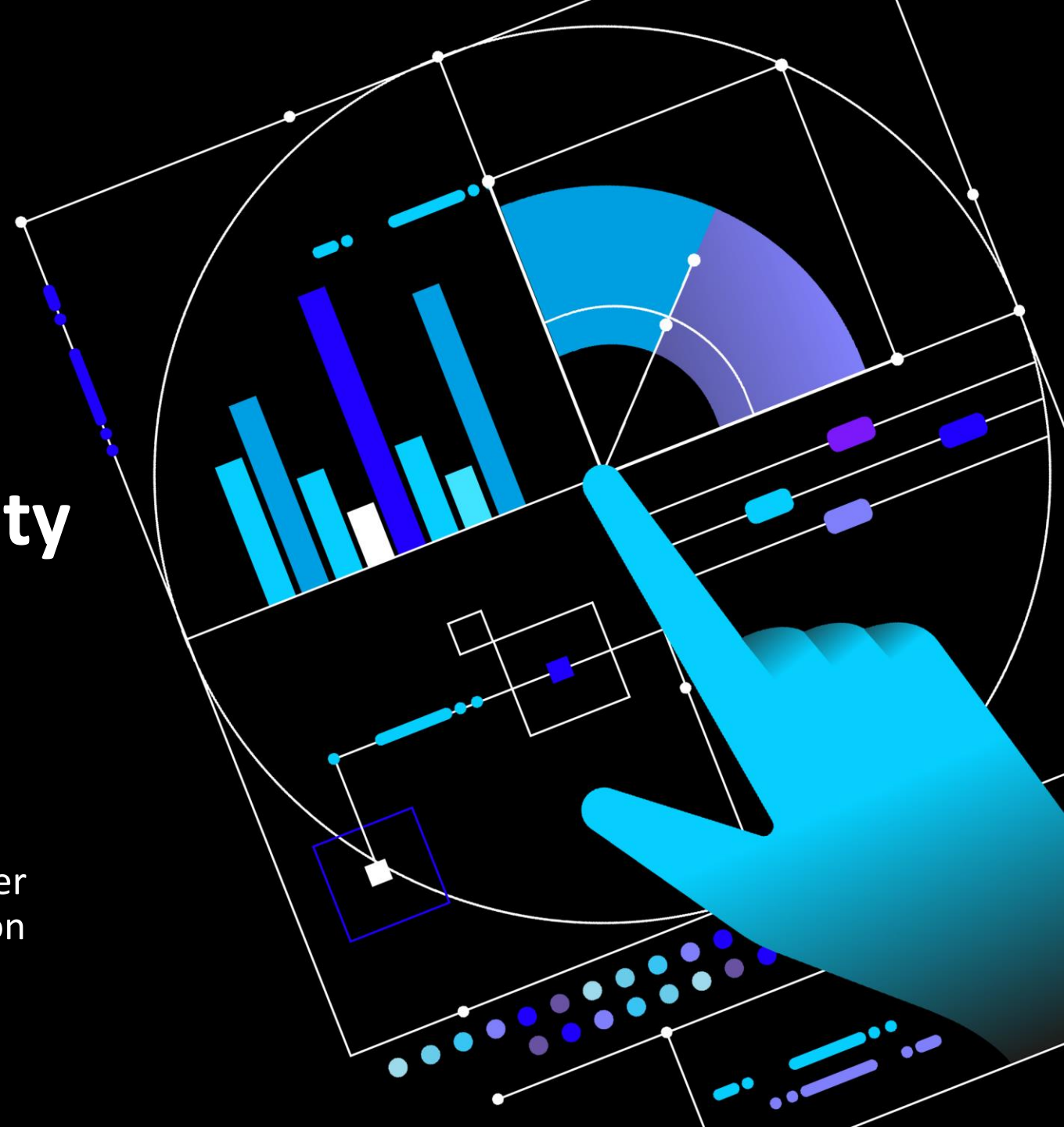**THE** World University Rankings 2025

The 2025 World University Rankings Masterclass Latin America

Billy Wong
Principal Data Scientist
Times Higher Education

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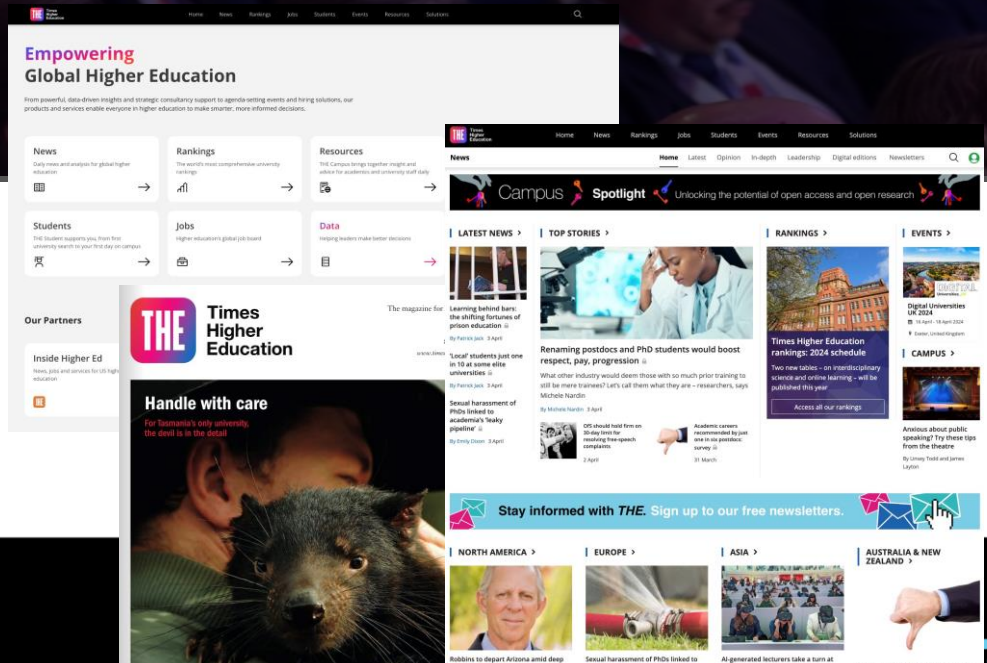
We connect the world's higher education community, facilitate the flow of ideas and talent, and help academics and students fulfil their potential.

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

1971

2024

Our Rankings

RESEARCH	IMPACT & SUSTAINABILITY

**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

THE World University Rankings
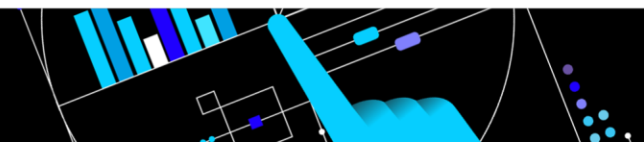
The world's biggest university ranking

Universities
The world's biggest university ranking

Universities submitted data	Number of countries represented
2,860	**133**

Bibliometrics
In partnership with **ELSEVIER**

Research papers	Citations
18m	**157m**

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

Data values	Data fields collected
472,694	**216**

Academic Survey
The world's largest academic survey

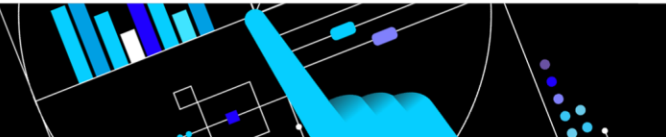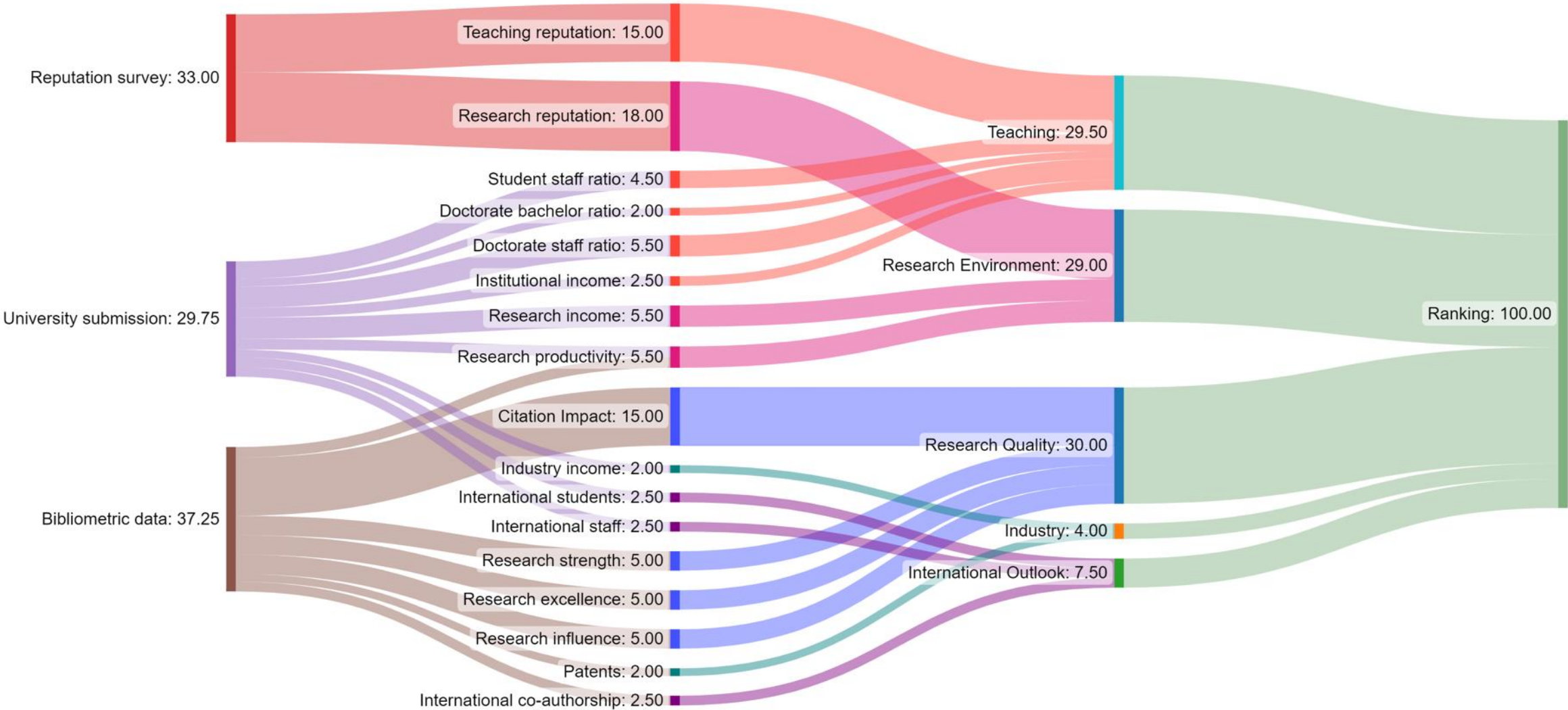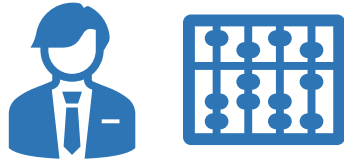| Respondents	Votes	Countries
93,440	**1,288,684**	**199**
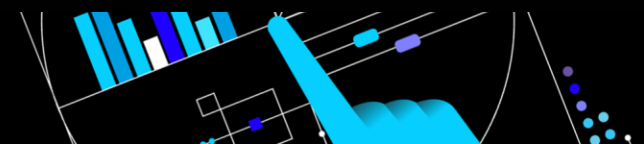
Methodology

Data Source – University submissions
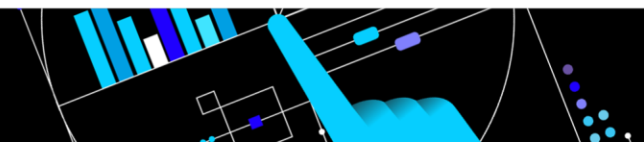
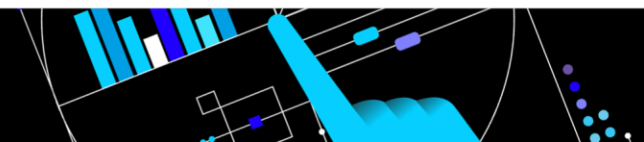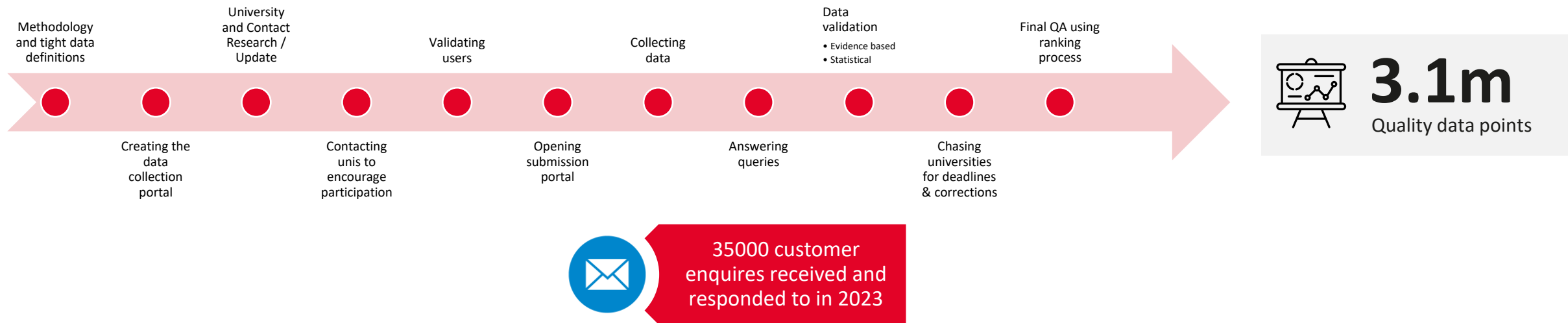Nominated data provider

Institutional scope
Institutional data

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

profilerankings@timeshighereducation.com

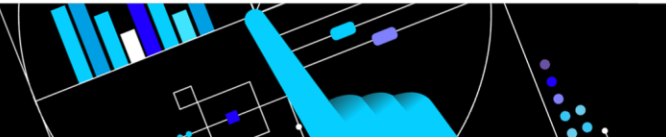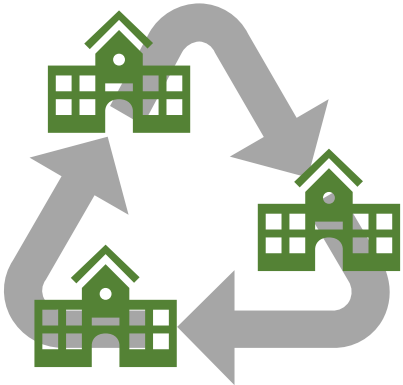# Key building block: University performance data

- 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

Methodology and tight data definitions

Creating the data collection portal

University and Contact Research / Update

Contacting unis to encourage participation

Validating users

Opening submission portal

Collecting data

Answering queries

Data validation
- Evidence based
- Statistical

Chasing universities for deadlines & corrections

Final QA using ranking process

3.1m
Quality data points

35000 customer enquires received and responded to in 2023

Data Source – Academic Reputation Survey

	2023		2024
	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
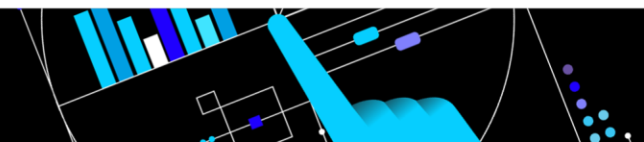
Changes to reputation

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
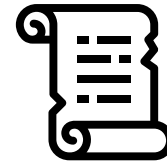
Country distribution

- The current dataset of national researcher numbers is being discontinued

- Need to find a new stratification approach
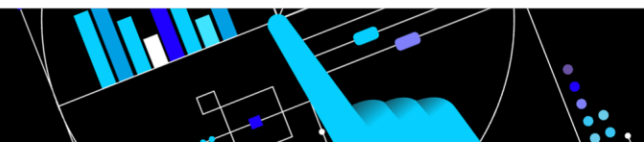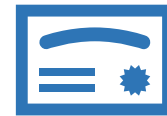
Key building block: Bibliometric data
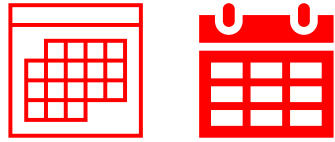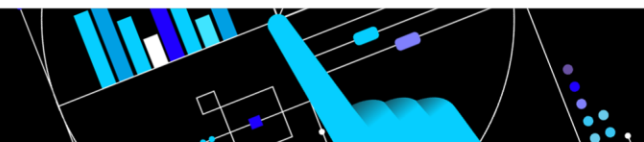
2019-2023

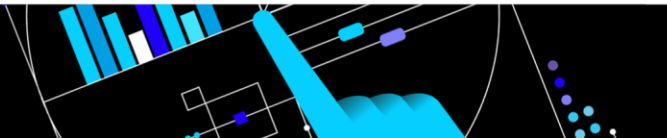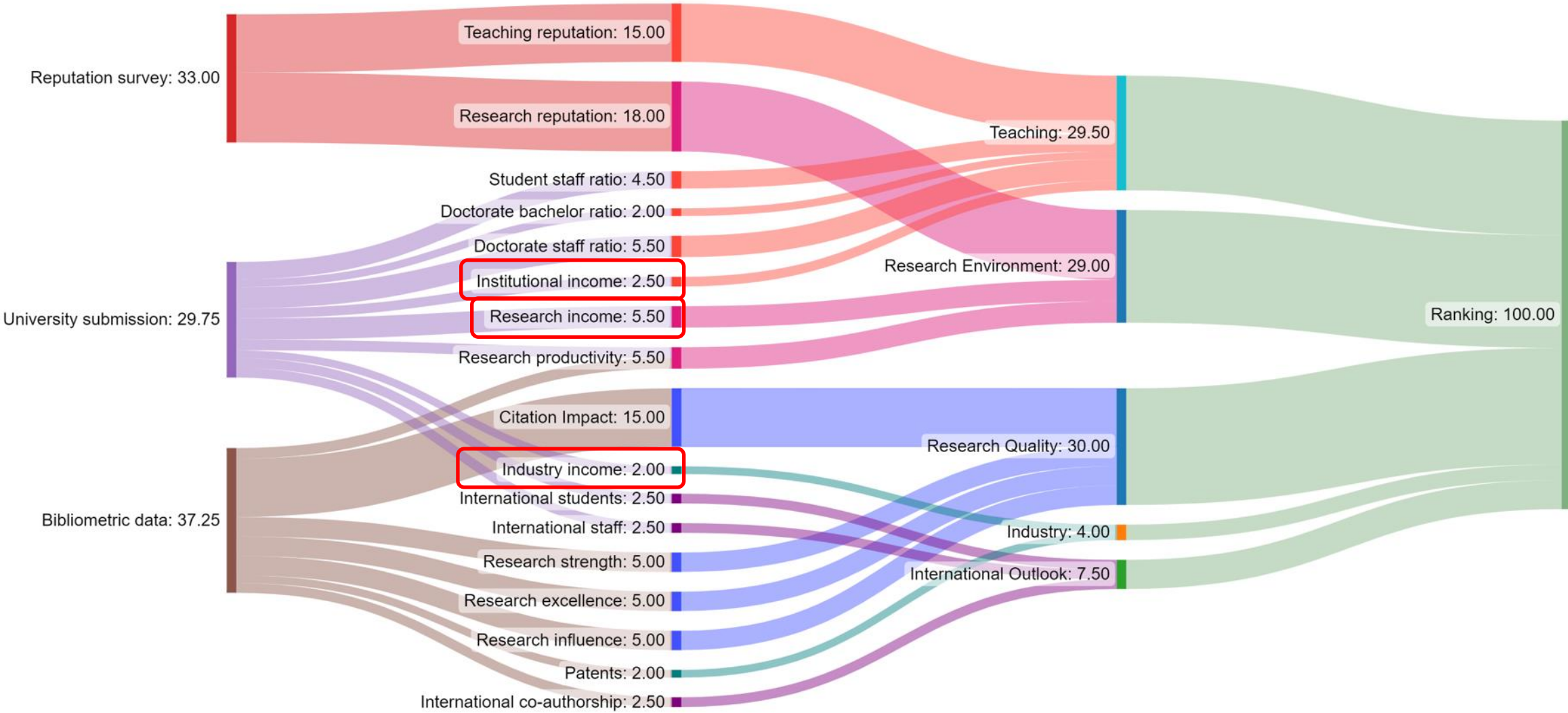Journal papers, conference proceedings, books, book chapters, reviews

Discontinued journals

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

Currency issues

Key Concept: Field Weighted Citation Impact

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

Publication type

Papers
Reviews
Conferences
Books
Book chapters

Subject

ASJC codes

Publication year

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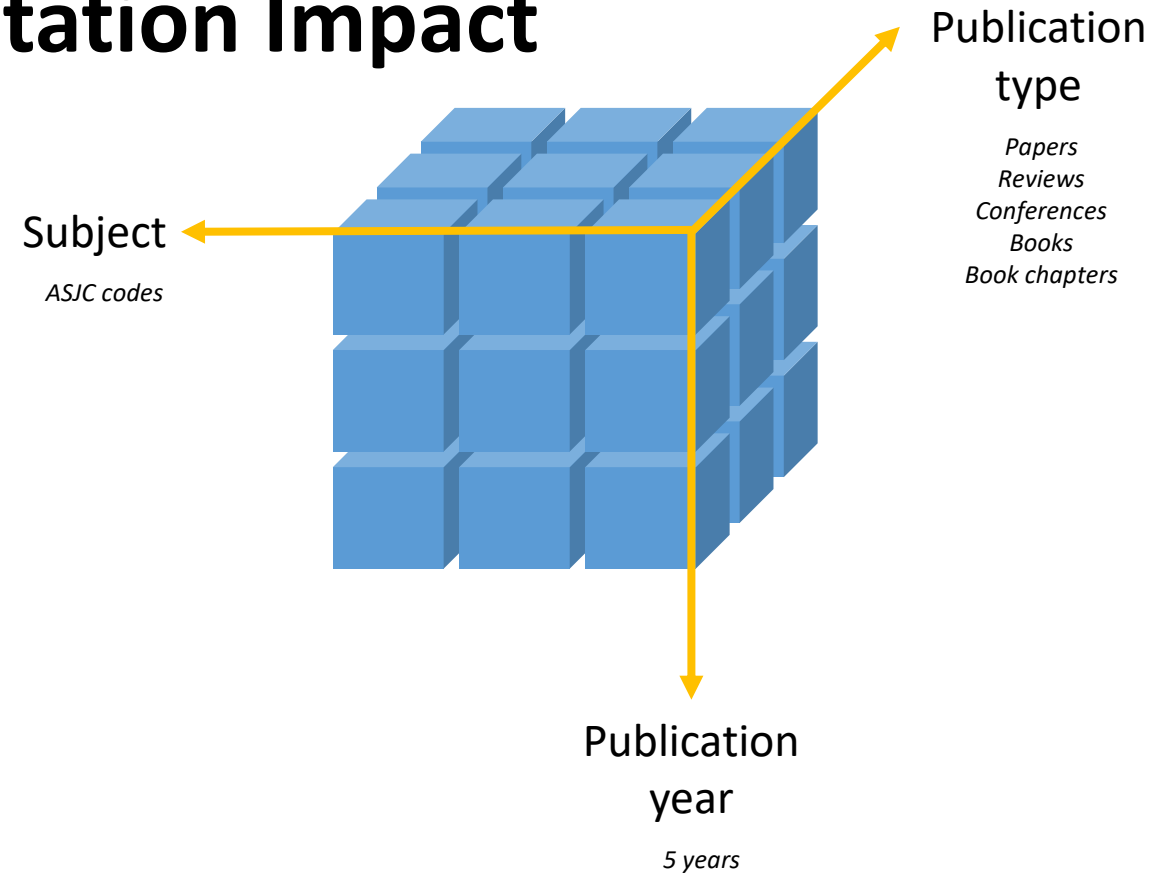
Let's say I published a <u>journal article</u> in <u>2019</u> on <u>artificial intelligence</u>, and it received 6 citations so far…

…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

Research Quality Metrics

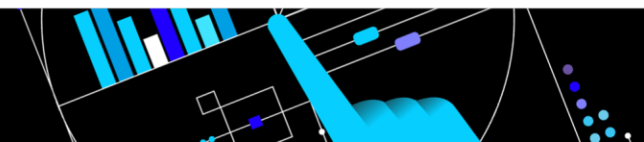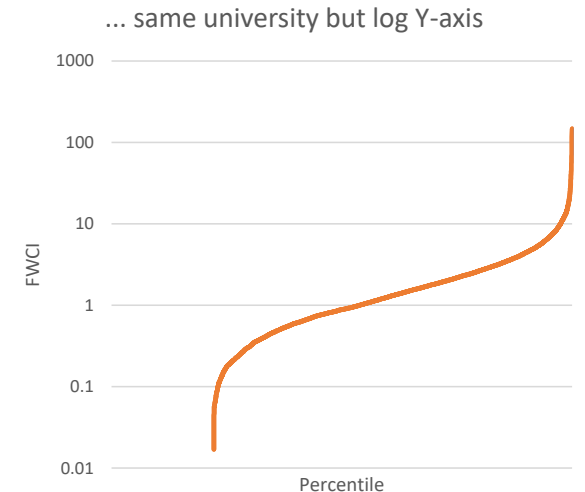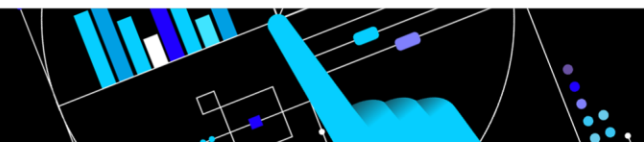|	
Citation Impact	• Mean FWCI of an institution's research ouput
Research Strength	• 75th percentile FWCI of an institution's research output
Research Excellence	• Number of papers in top 10% by FWCI
Research Influence	• Network of citations rather than just one level of citation

... same university but log Y-axis

# Research Influence - Papers

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

Citing Paper → Cited Paper
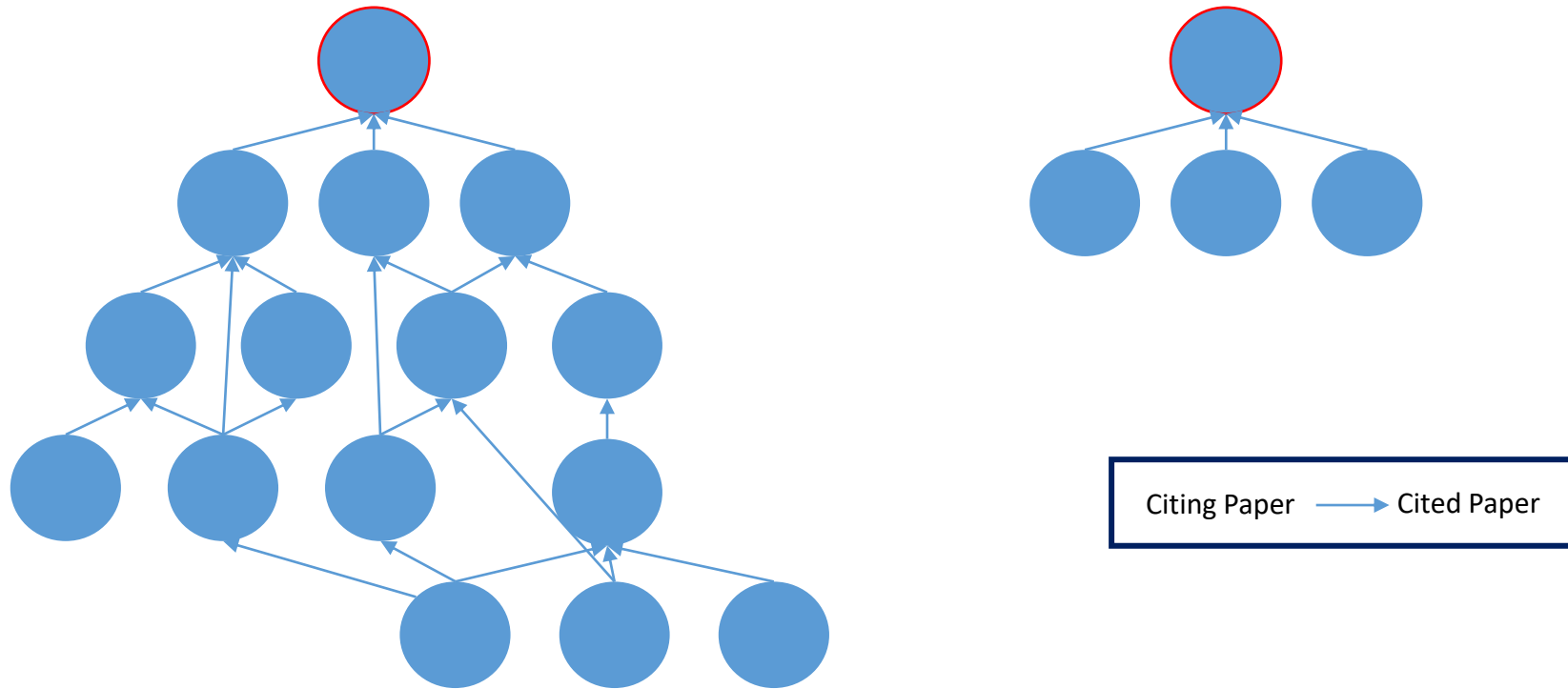
Research Quality in the World University Rankings

- Mean FWCI of an institution's output

- 75th percentile FWCI of an institution's output

Citation

Research Strength

Research Influence

Research Excellence

- Essentially a popularity contest for papers

- Number of papers in top 10% by FWCI
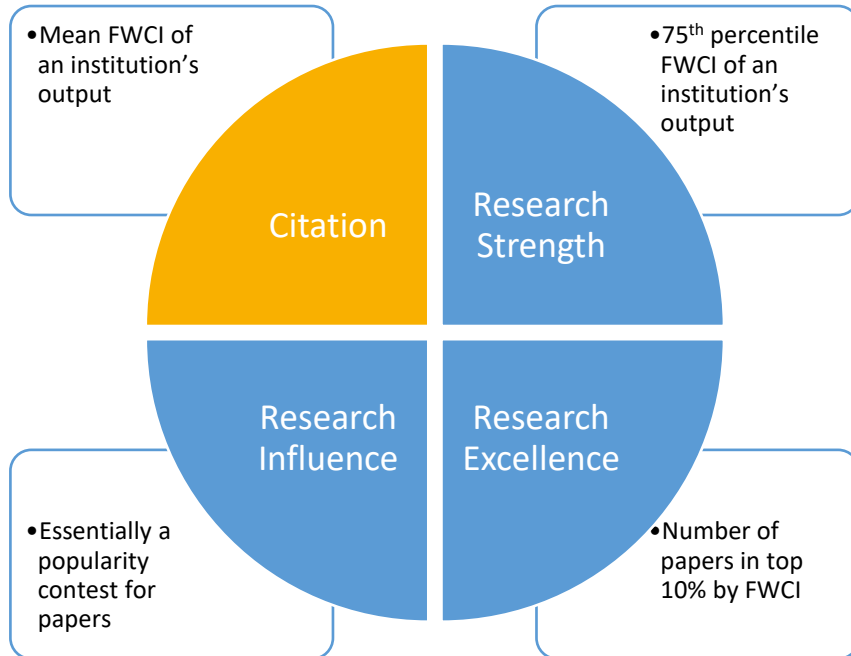
WUR 2025 Research Quality Top 10

- 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
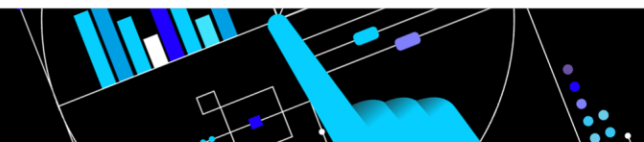- Humanitas University
- UCL
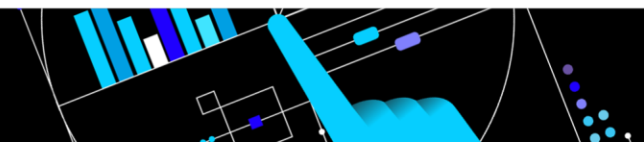
Effect on participation rules

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

Fairness across subjects
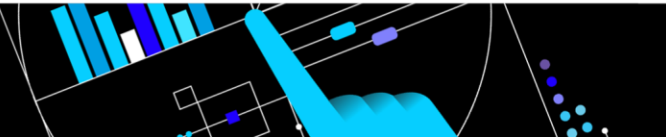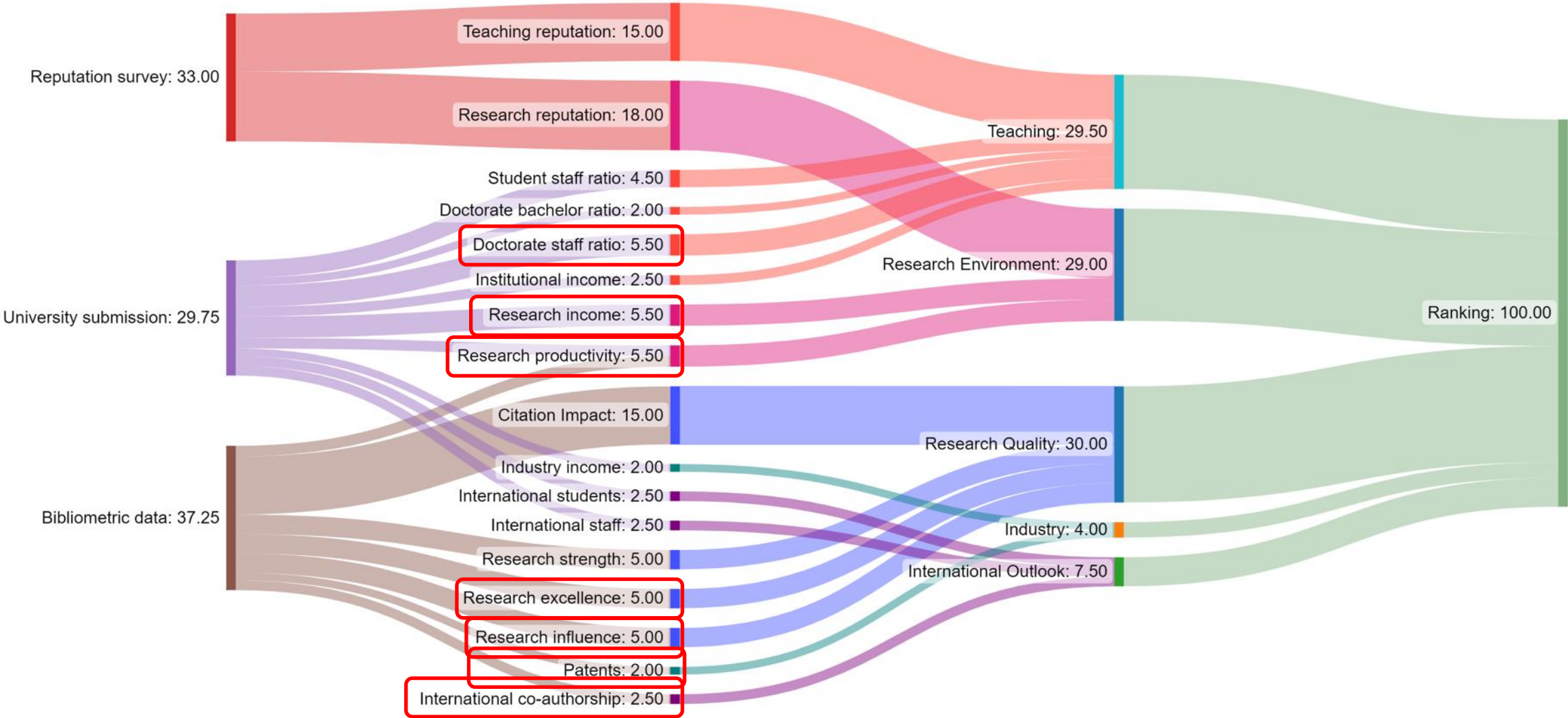
Subject weighting worked example

## Non subject weighted metric – Doctorate undergrad ratio

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

Subject weighted metric – Doctorate staff ratio

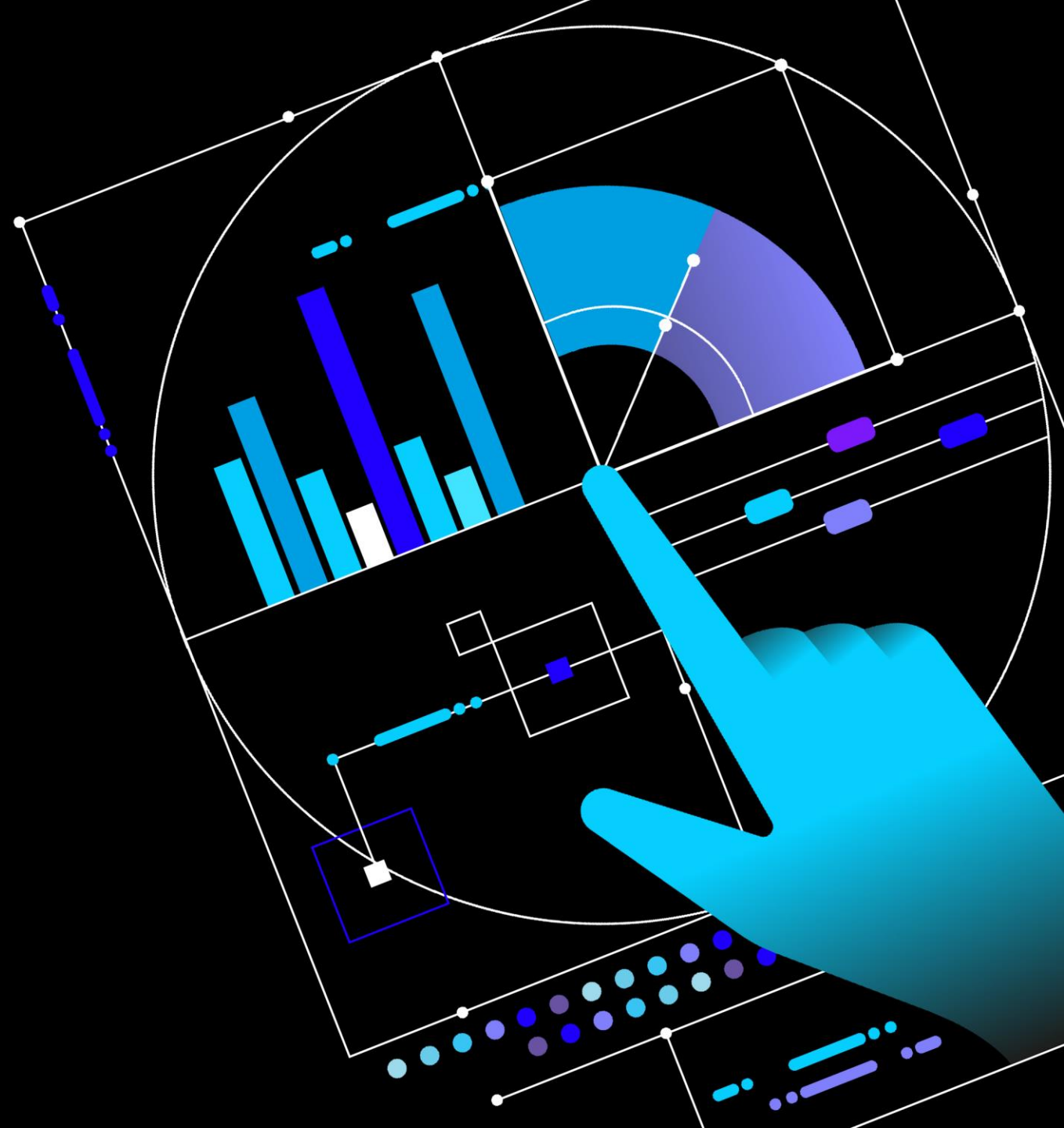|	Arts	Medicine	Science	Total
Portal Data				
Doctorate awarded	43	173	72	288
Academic staff	128	286	92	506
Ratio	0.34	0.60	0.78	0.57
Statistics of Ratio				
mean	0.1	0.23	0.18	
stdev	0.13	0.41	0.23	
Z-score of ratio	1.81	0.91	2.62	
Weighted sum of Z-score				1.45
Statistics of weighted sum				
mean				0.00
stdev				0.80
Score				96.5
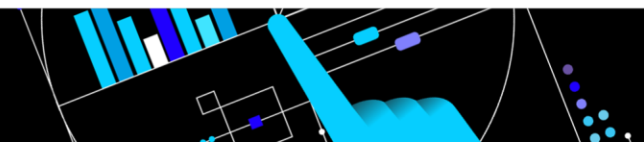
Fairness across countries
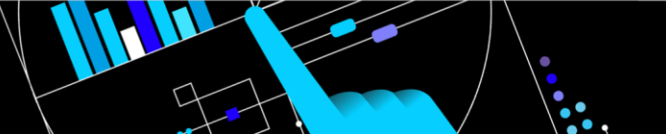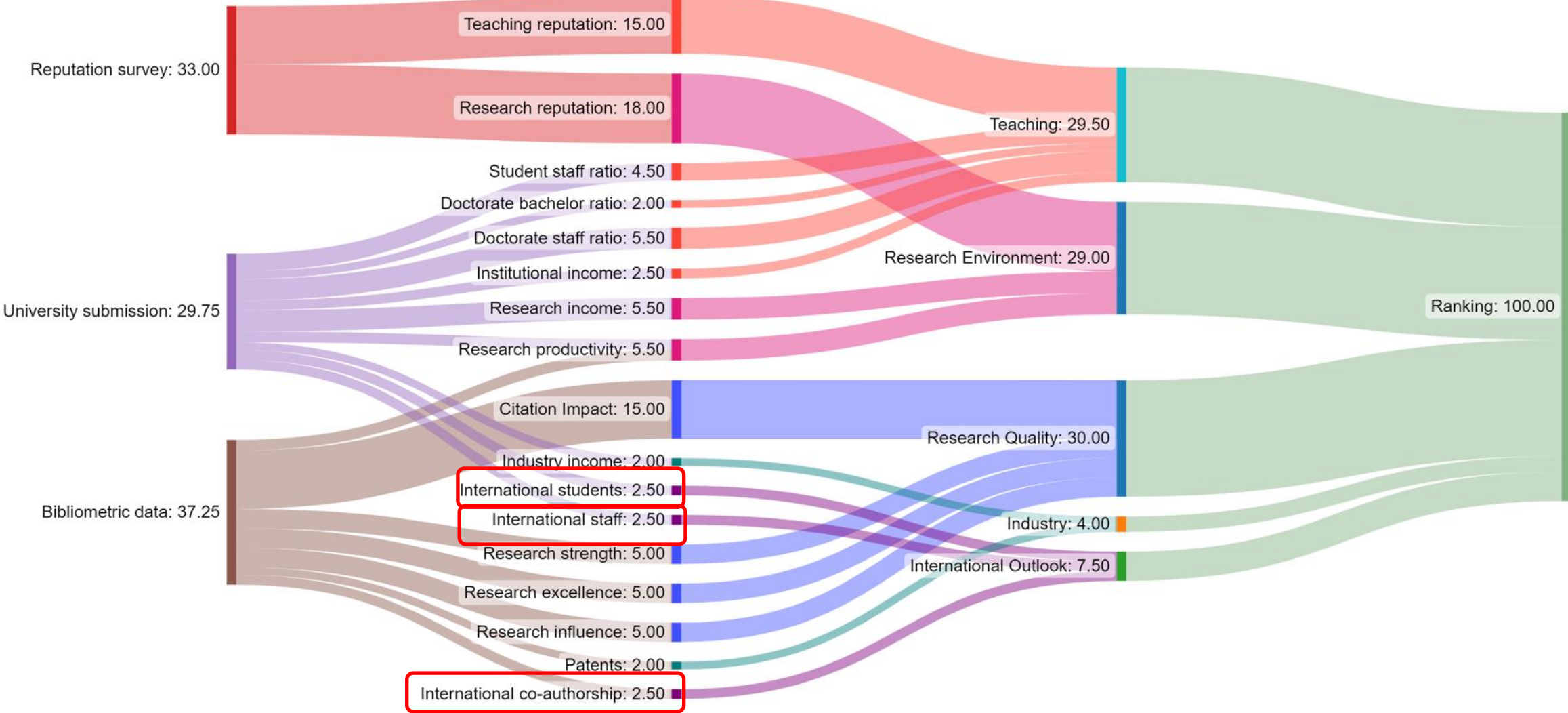
International Outlook: country size

- 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
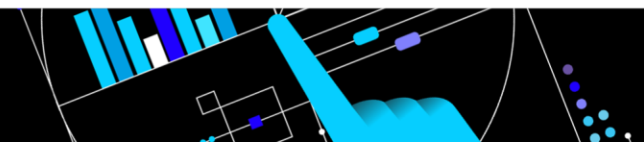 - Proportion of publications with at least one co-author from an international institution
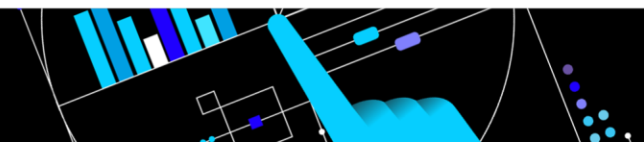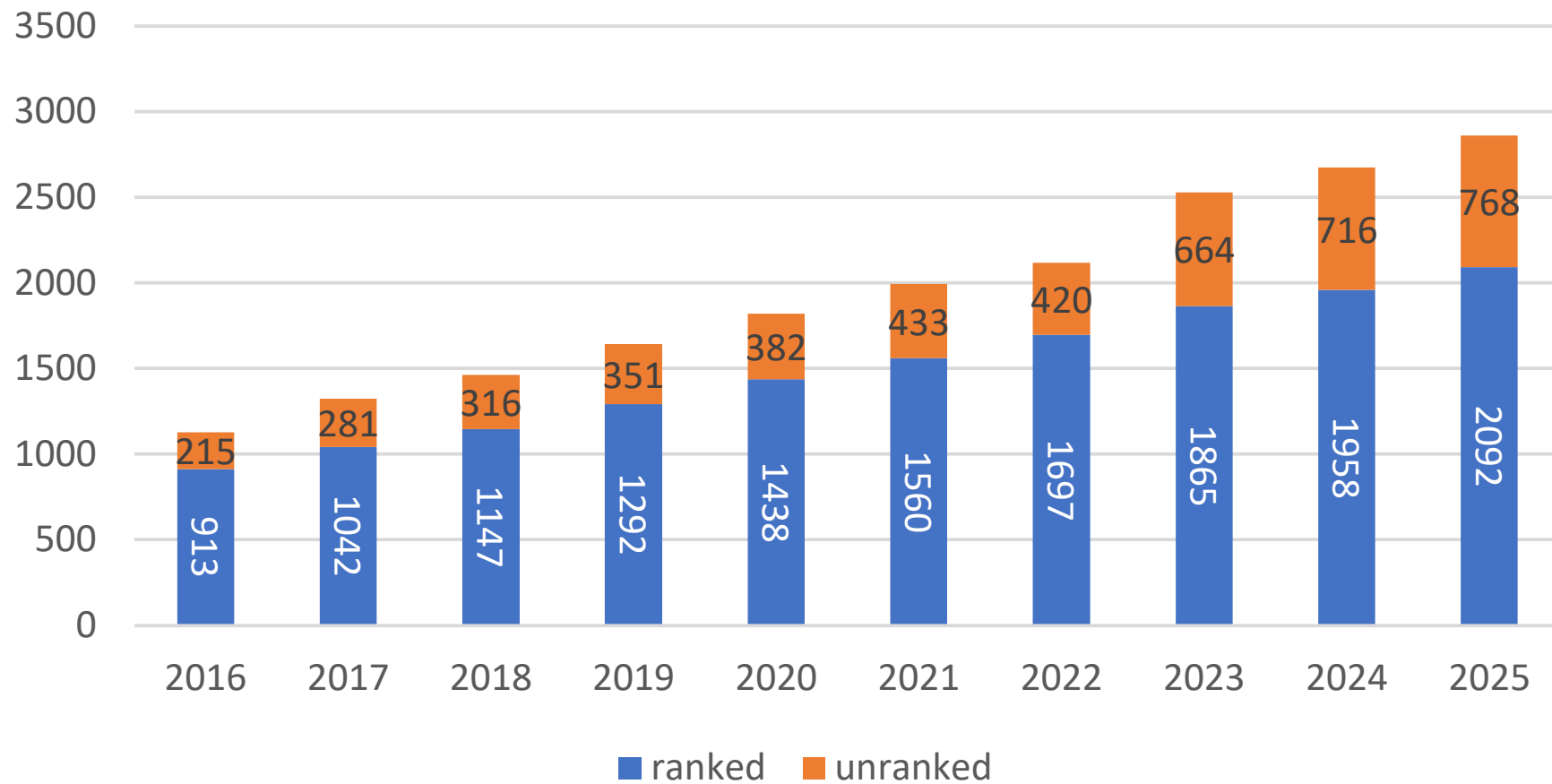
Latin America performance

THE World University Rankings 2025

World University Rankings 2025

THE World University Rankings

Stacked bar chart of THE World University Rankings showing ranked and unranked universities by year:

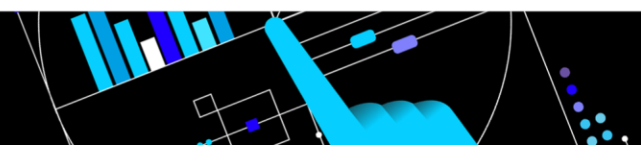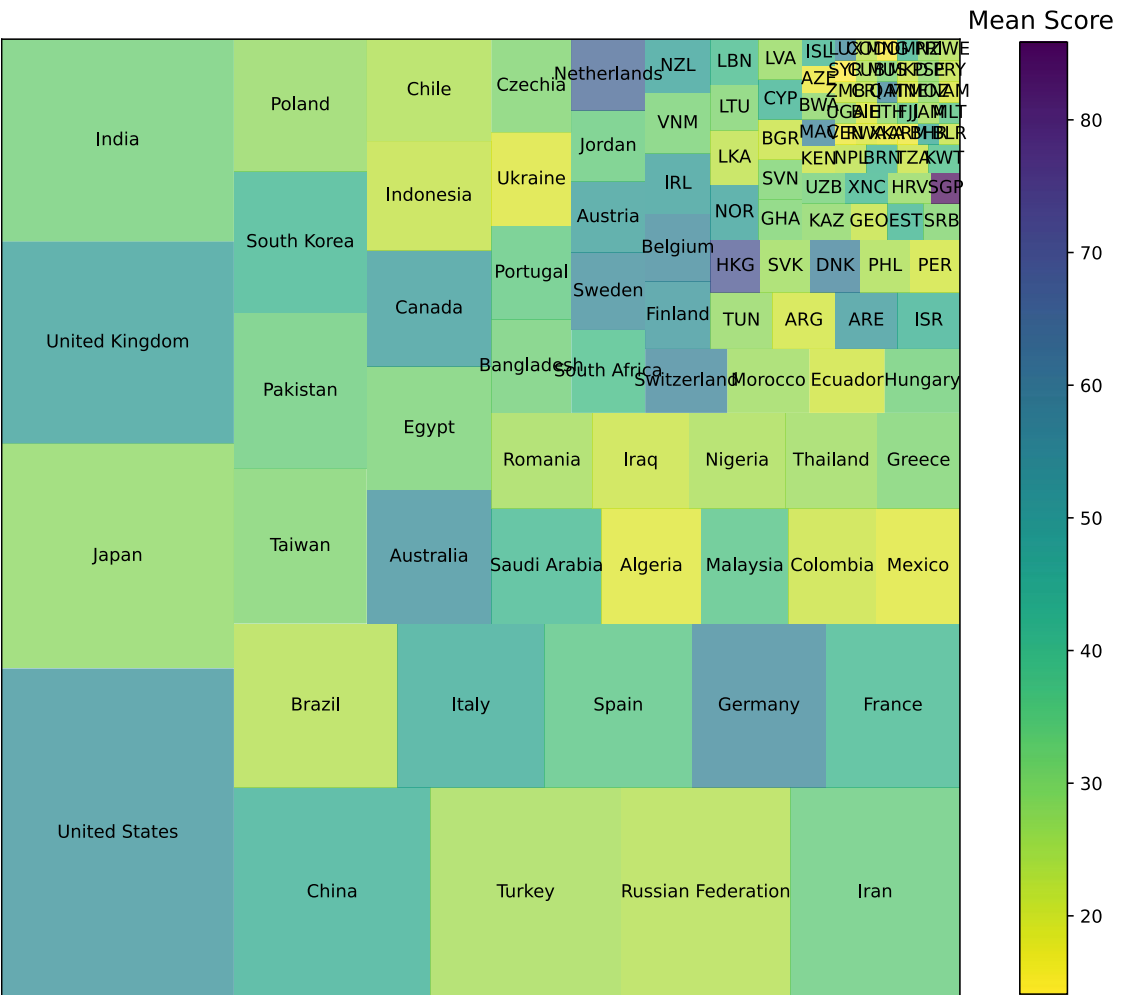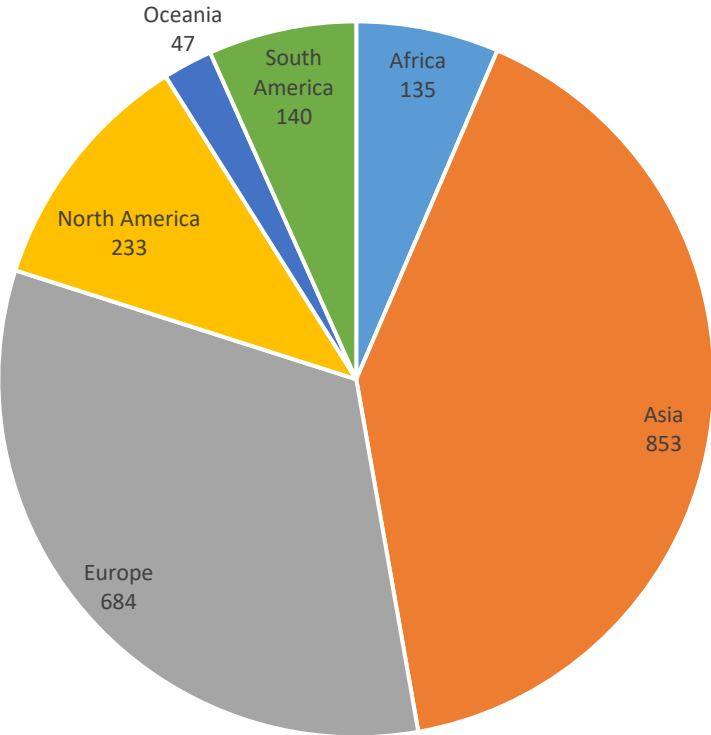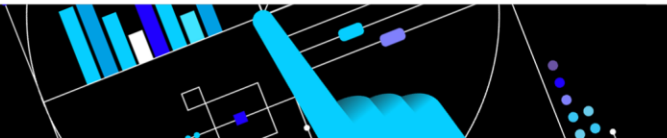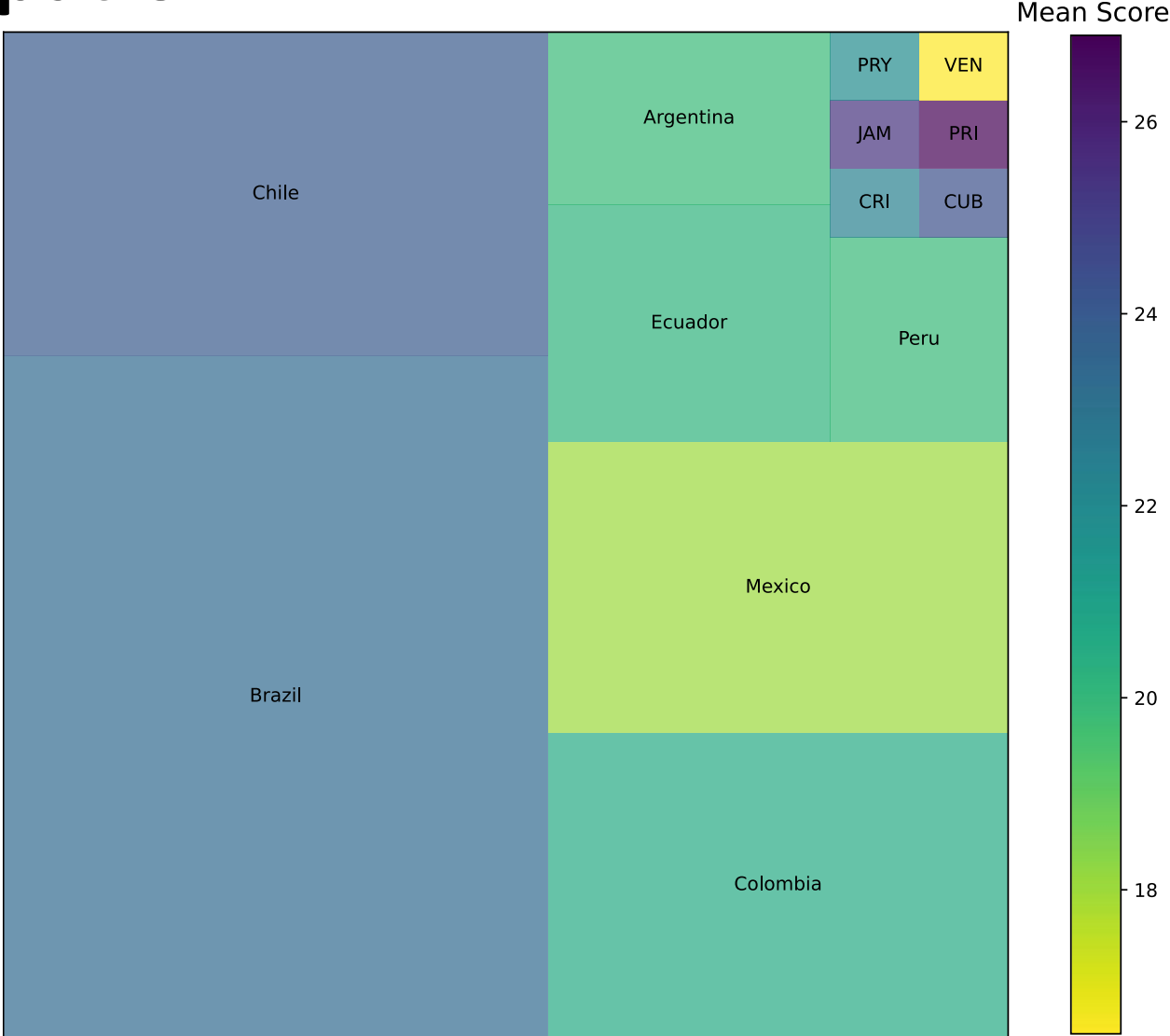| Year	ranked	unranked
2016	913	215
2017	1042	281
2018	1147	316
2019	1292	351
2020	1438	382
2021	1560	433
2022	1697	420
2023	1865	664
2024	1958	716
2025	2092	768

Legend: ■ ranked ■ unranked
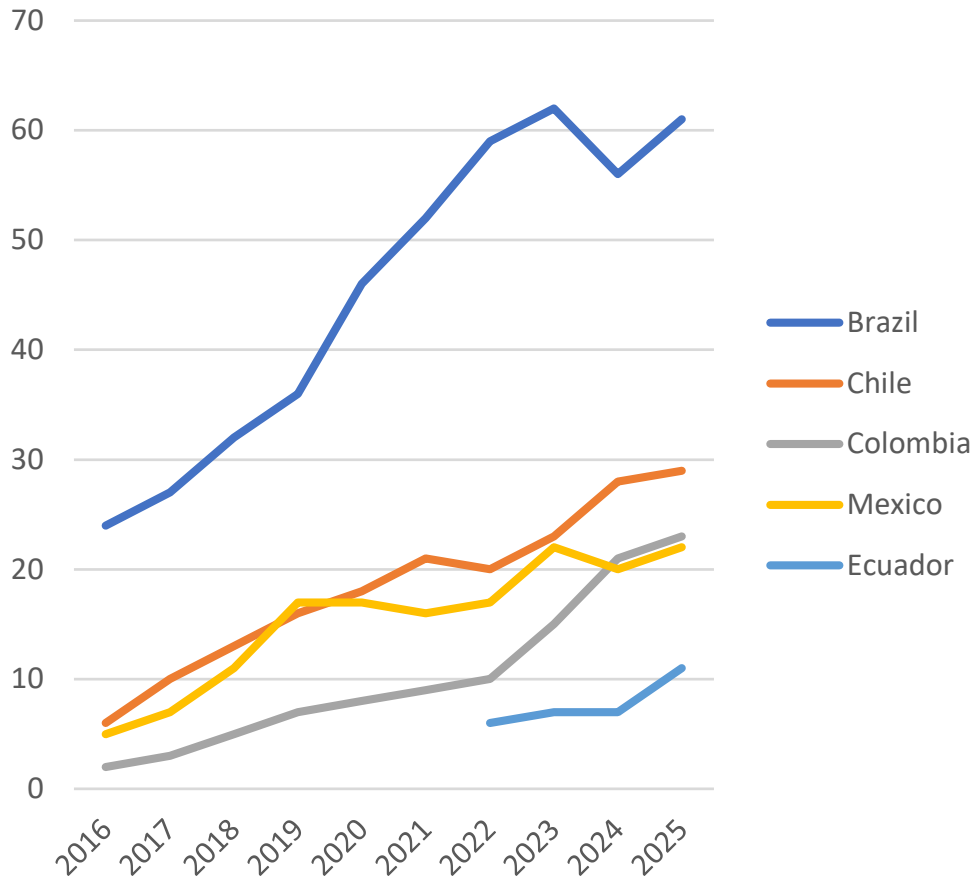
World University Rankings 2025
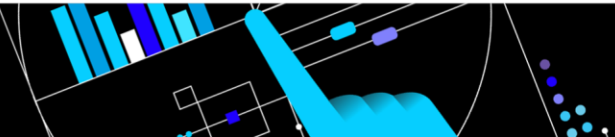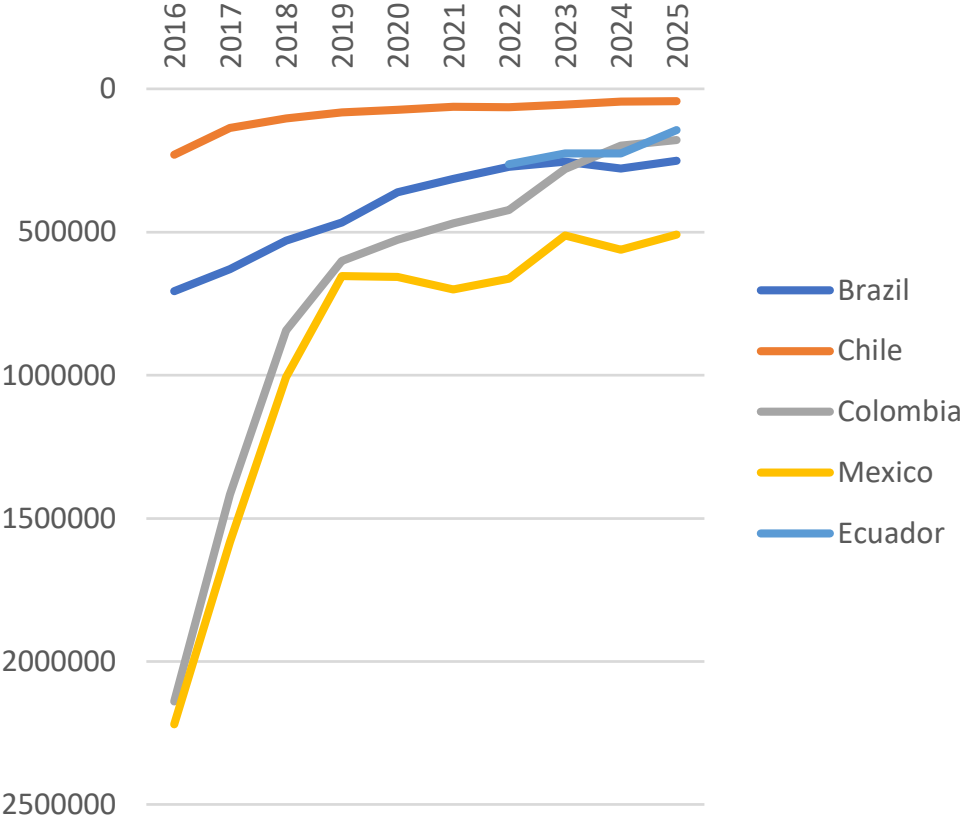
Country participation

LatAm participation

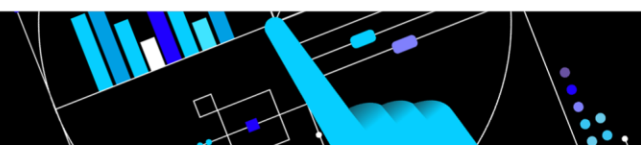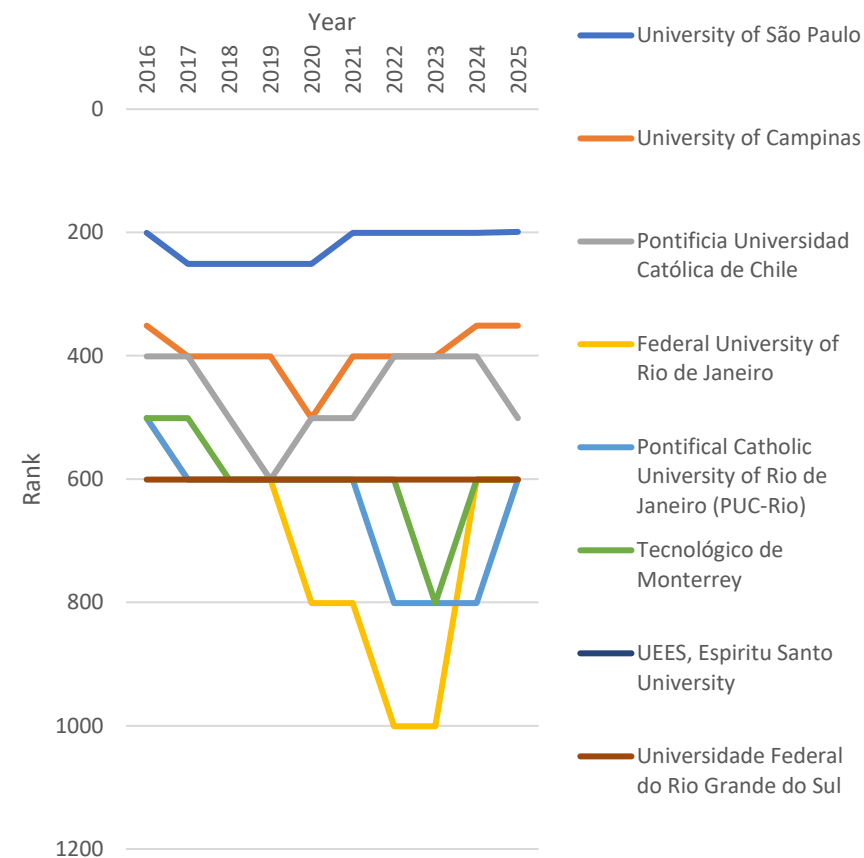# Ranked institutions

Number of ranked universities

Population (15-19) per ranked university

Brazil
Chile
Colombia
Mexico
Ecuador

Top universities

Institution	Country	Rank
University of São Paulo	Brazil	=199
University of Campinas	Brazil	351–400
Pontificia Universidad Católica de Chile	Chile	501–600
Federal University of Rio de Janeiro	Brazil	601–800
Pontifical Catholic University of Rio de Janeiro (PUC-Rio)	Brazil	601–800
Tecnológico de Monterrey	Mexico	601–800
UEES, Espiritu Santo University	Ecuador	601–800
Universidade Federal do Rio Grande do Sul	Brazil	601–800
Federal University of Minas Gerais	Brazil	801–1000
National Autonomous University of Mexico	Mexico	801–1000
Universidade Estadual Paulista (Unesp)	Brazil	801–1000
Universidade Federal de São Paulo (UNIFESP)	Brazil	801–1000

How are LatAm countries different?

Overall 2025 - World vs LatAm

Score

Doctorate bachelor ratio · Doctorate staff ratio · Teaching reputation · Institutional income · Student staff ratio · Research productivity · Research income · Research reputation · Citation impact · Research strength · Research excellence · Research influence · Industry income · Patents · International staff · International co-authorship · International students · Studying abroad

World University Rankings 2025

LatAm vs Brazil

Overall 2025 - LatAm vs Brazil

Score

Categories (x-axis): Doctorate bachelor ratio, Doctorate staff ratio, Teaching reputation, Institutional income, Student staff ratio, Research productivity, Research income, Research reputation, Citation impact, Research strength, Research excellence, Research influence, Industry income, Patents, International staff, International co-authorship, International students, Studying abroad

LatAm vs Chile

Overall 2025 - LatAm vs Chile

Score

100
80
60
40
20
0

Doctorate bachelor ratio
Doctorate staff ratio
Teaching reputation
Institutional income
Student staff ratio
Research productivity
Research income
Research reputation
Citation impact
Research strength
Research excellence
Research influence
Industry income
Patents
International staff
International co-authorship
International students
Studying abroad

LatAm vs Colombia
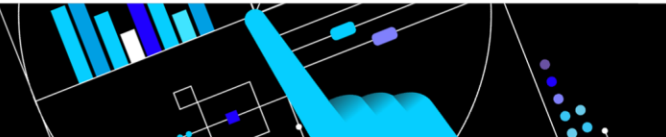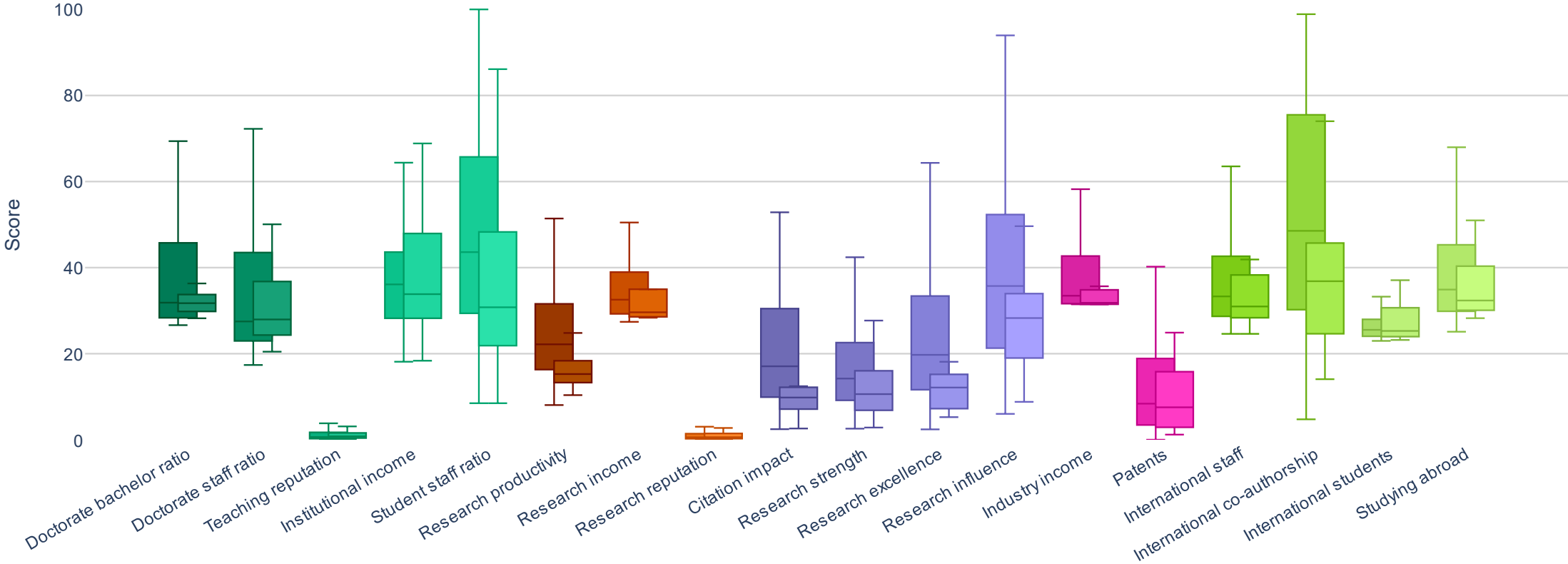

Overall 2025 - LatAm vs Colombia
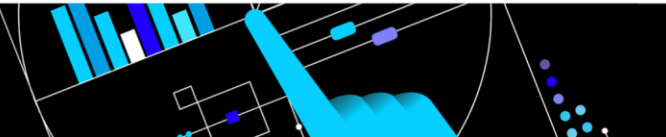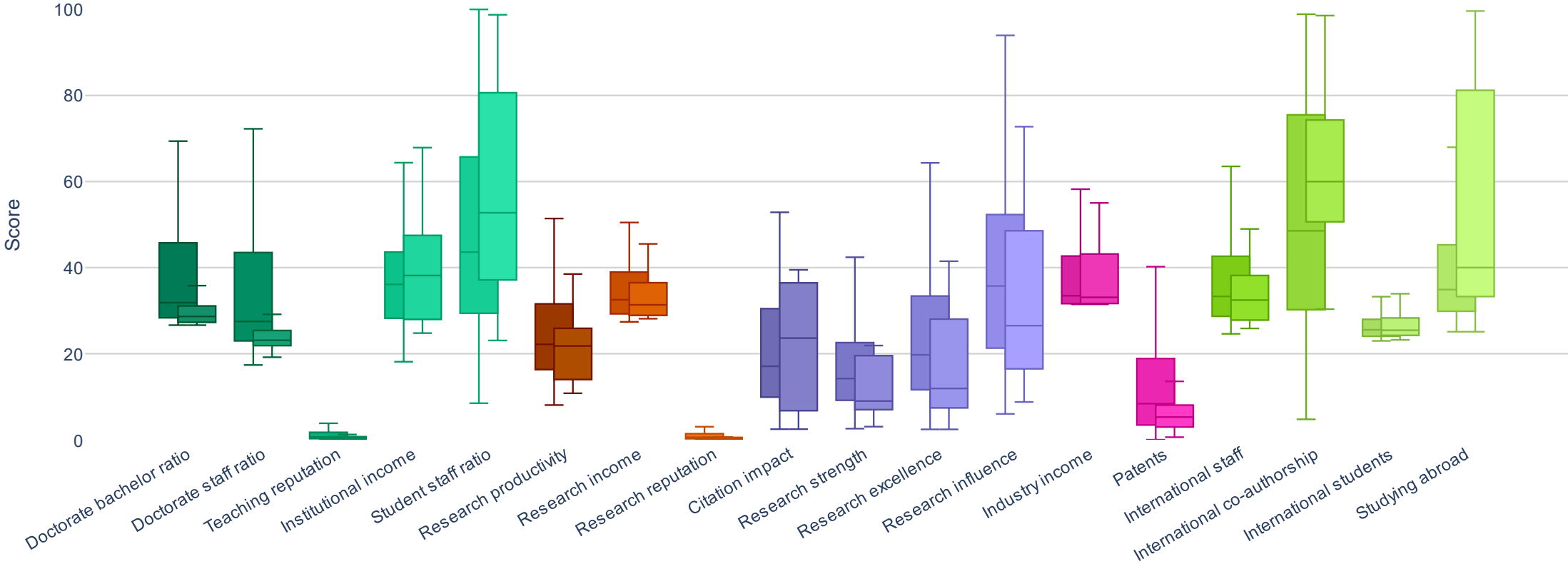
LatAm vs Mexico

Overall 2025 - LatAm vs Mexico

Score

100

80

60

40

20

0

Doctorate bachelor ratio
Doctorate staff ratio
Teaching reputation
Institutional income
Student staff ratio
Research productivity
Research income
Research reputation
Citation impact
Research strength
Research excellence
Research influence
Industry income
Patents
International staff
International co-authorship
International students
Studying abroad

Research Quality

Institutions that are ranked every year since 2020

Average Research Quality Score
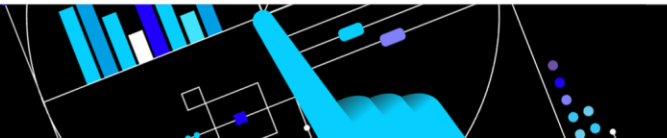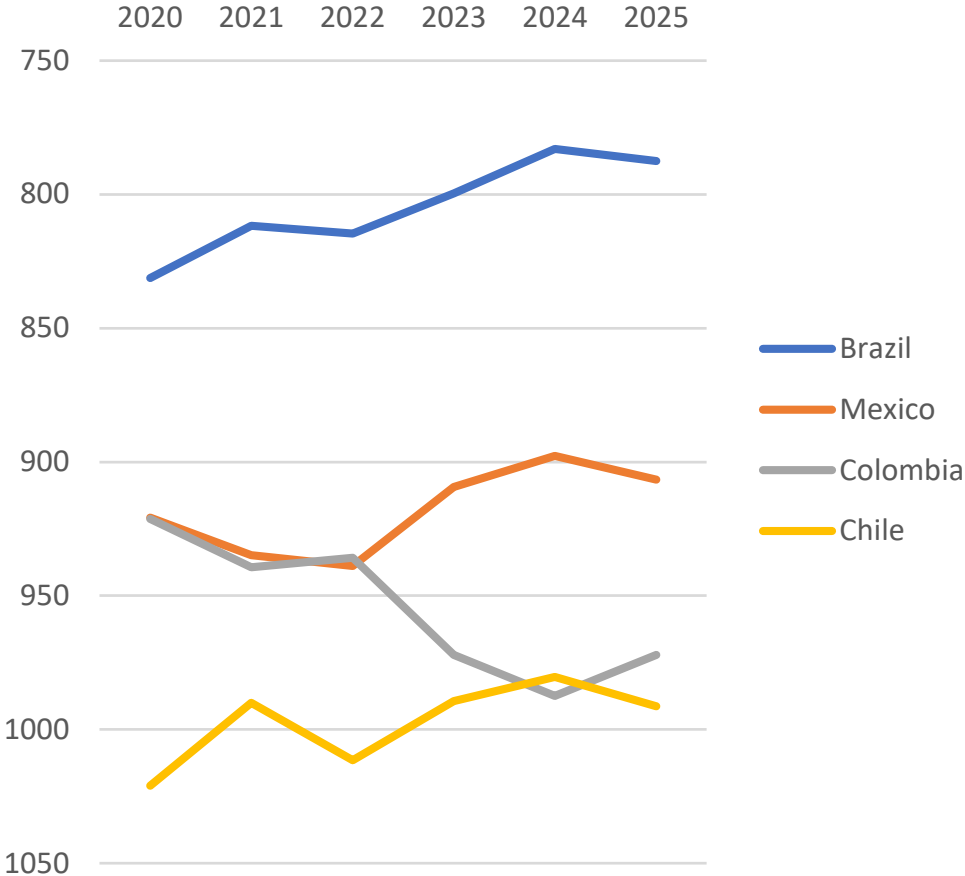
Average Research Quality Rank
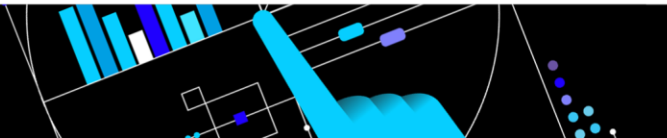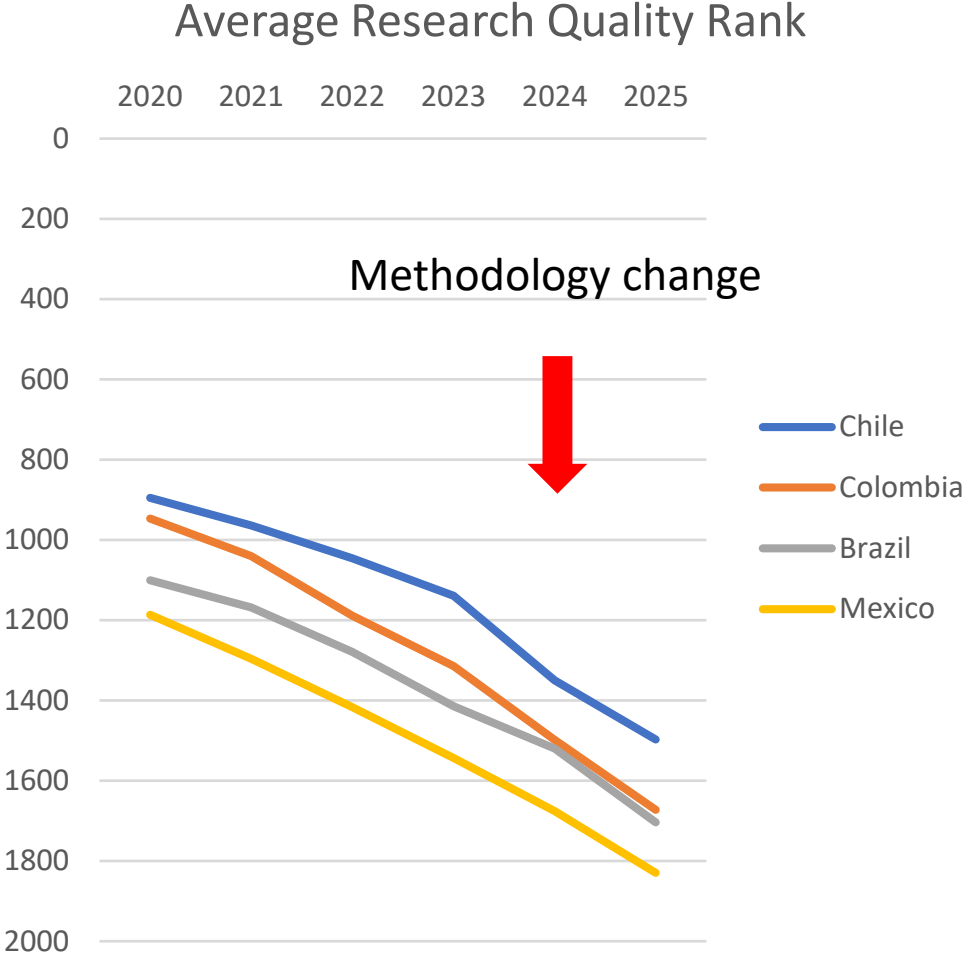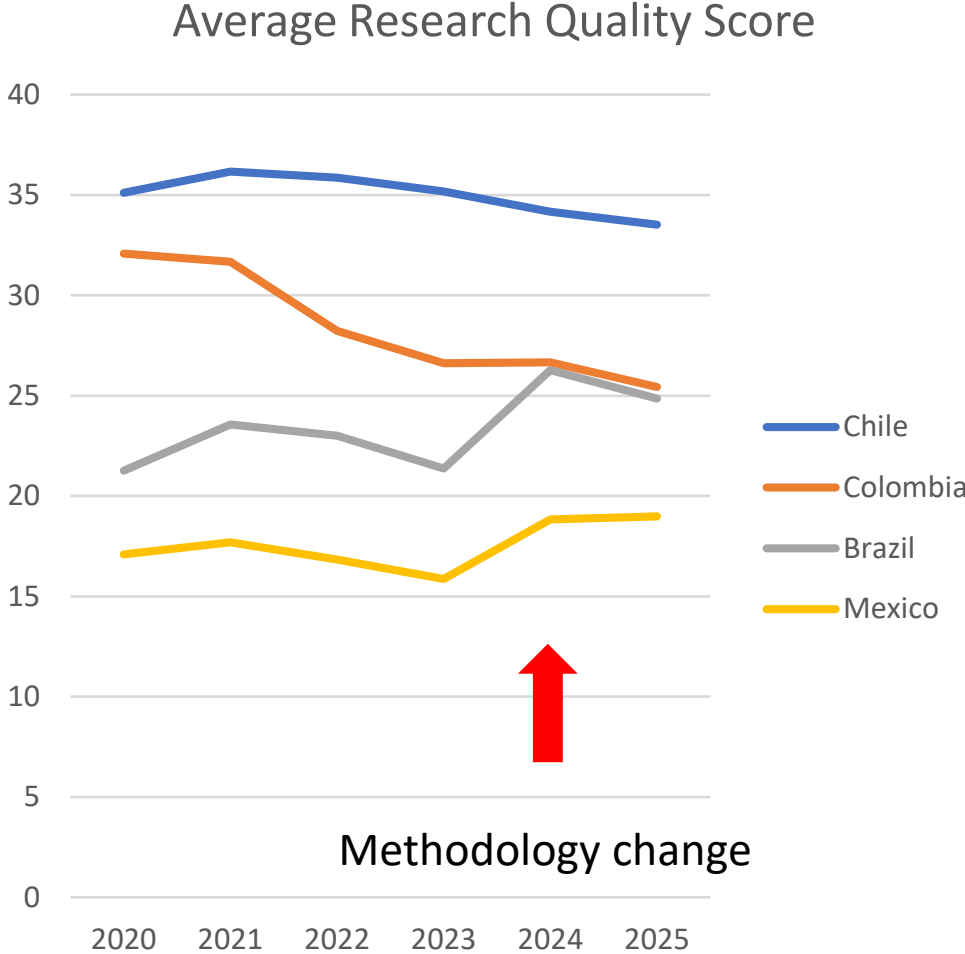
Research Reputation

Institutions that are ranked every year since 2020
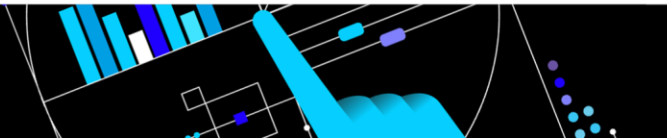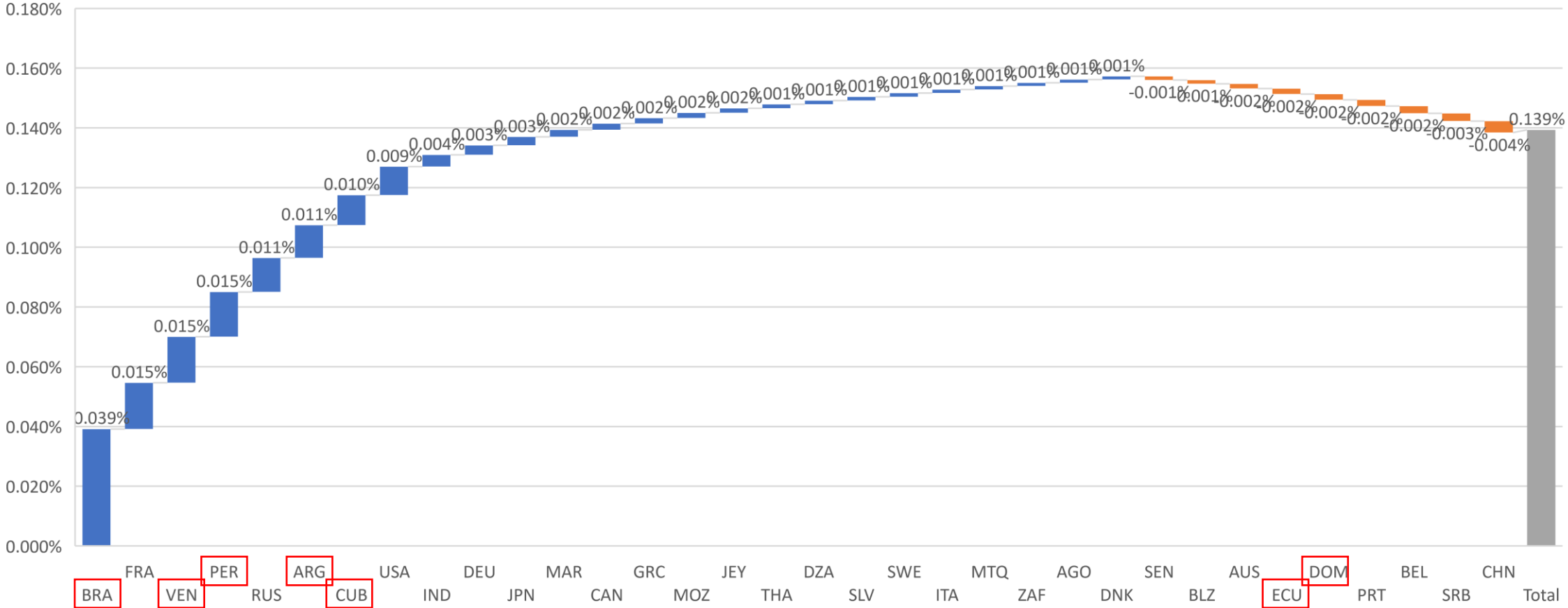

Research Reputation Score
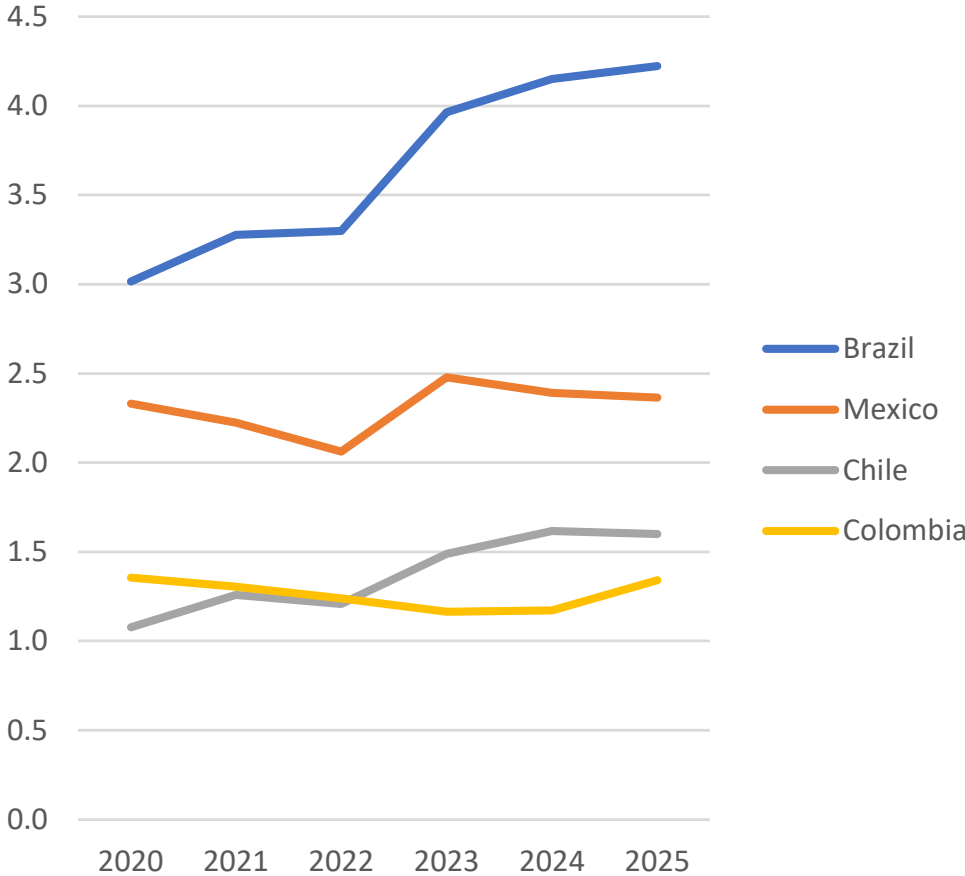
Research Reputation Rank

Research reputation changes
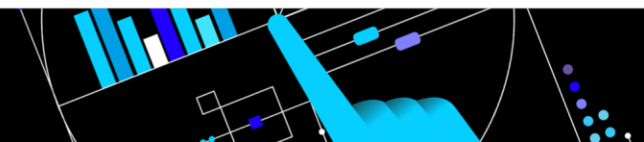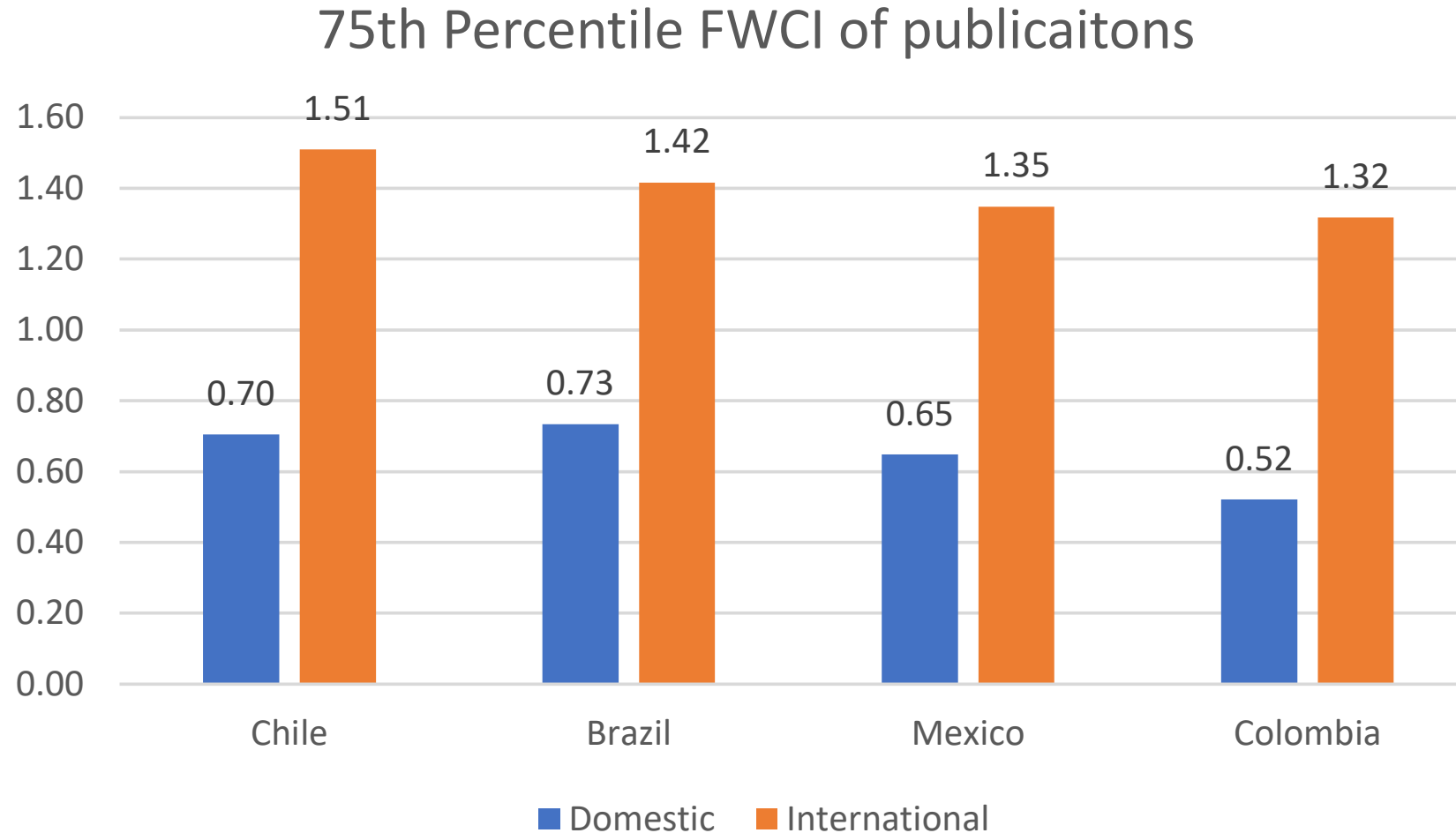

LatAm Reputation as a global share - YoY change
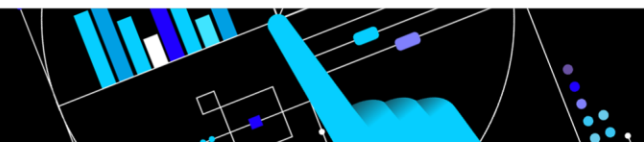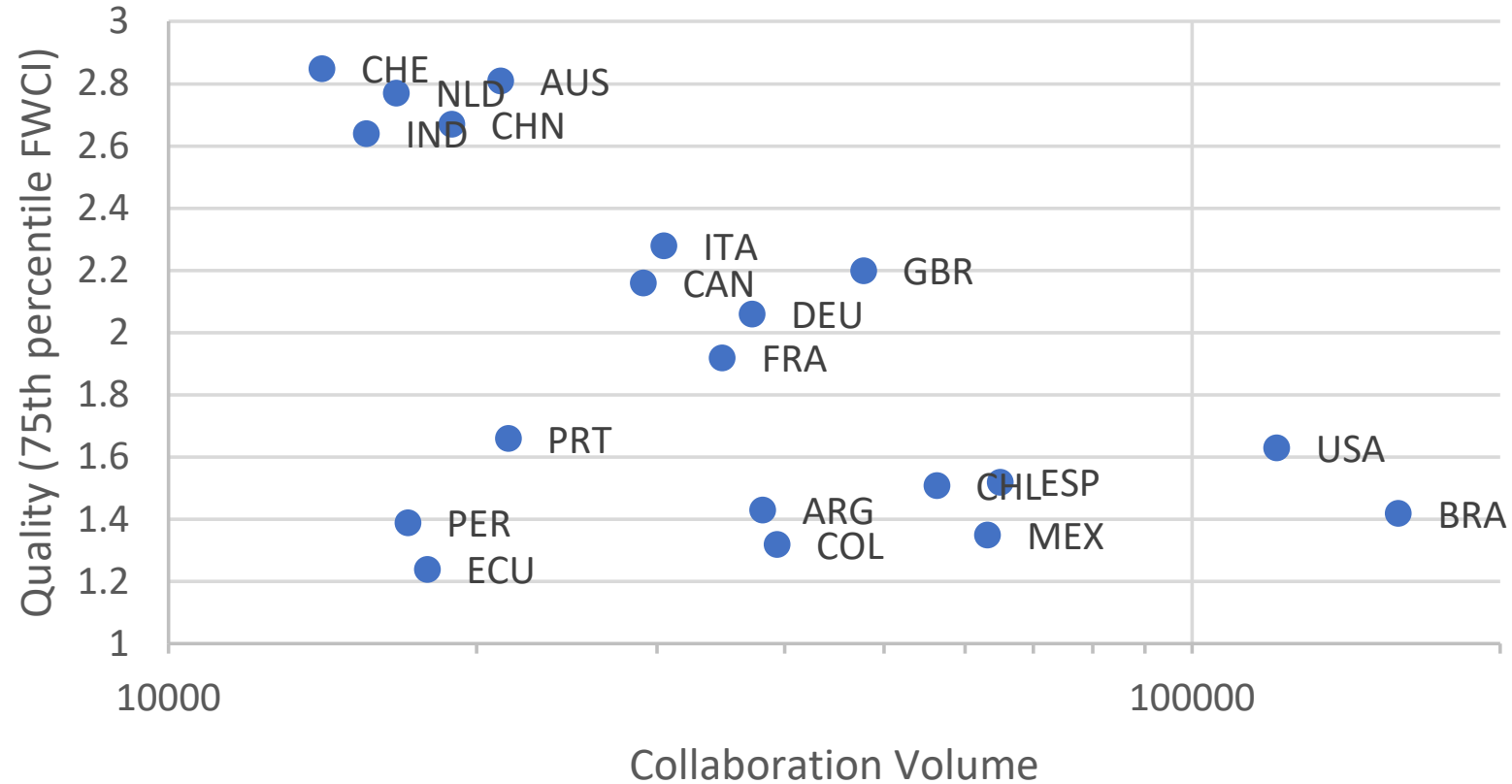
Is international partnership the solution?

75th Percentile FWCI of publicaitons

Who are your partners?

LatAm's Top 20 collaboration partners

A note on the results – joint positions and bands

=56	Delft University of Technology ⚲ Netherlands	
=56	University of Wisconsin-Madison ⚲ United States	
=58	Brown University ⚲ United States	
=58	Monash University ⚲ Australia	
=58	University of Amsterdam ⚲ Netherlands	
61	The University of Sydney ⚲ Australia	

1001–1200	Florida Agricultural and Mechanical University ⚲ United States
1001–1200	Fujian Agriculture and Forestry University ⚲ China
1001–1200	Fujita Health University ⚲ Japan
1001–1200	Galgotias University ⚲ India
1001–1200	Gdańsk University of Technology ⚲ Poland

1001–1200	Tokyo University of Agriculture and Technology ⚲ Japan
1001–1200	Toyota Technological Institute ⚲ Japan
1001–1200	Universidade Federal de Santa Catarina ⚲ Brazil
1001–1200	Universidad Peruana Cayetano Heredia ⚲ Peru
1001–1200	Université de Poitiers ⚲ France

THE World University Rankings 2025

Participate this year

RESEARCH	IMPACT & SUSTAINABILITY

RESEARCH

THE World University Rankings

Data collection opens January 2025

IMPACT & SUSTAINABILITY

Times Higher Education Impact Rankings

Data collection open now, until November 11th

THE World University Rankings 2025
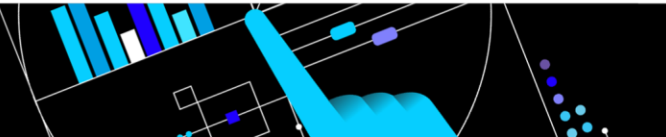
Latin America University Rankings 2024

- Results
  - November 12th
  - Latin American Data Forum - Buenos Aires, Argentina, Austral University
  - https://www.timeshighered-events.com/latin-america-data-forum-2024
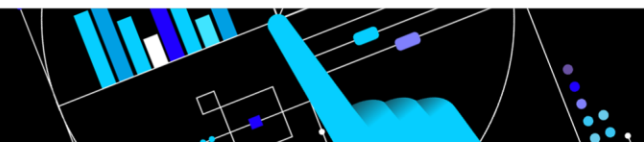
DataPoints

Helping leaders make better, more informed decisions via data, performance analysis and benchmarking

Scan to learn more or contact
data@timeshighereducation.com
for a free demo

World University Rankings 2025

Thank you

THE World University Rankings 2025
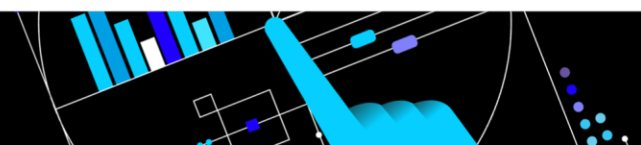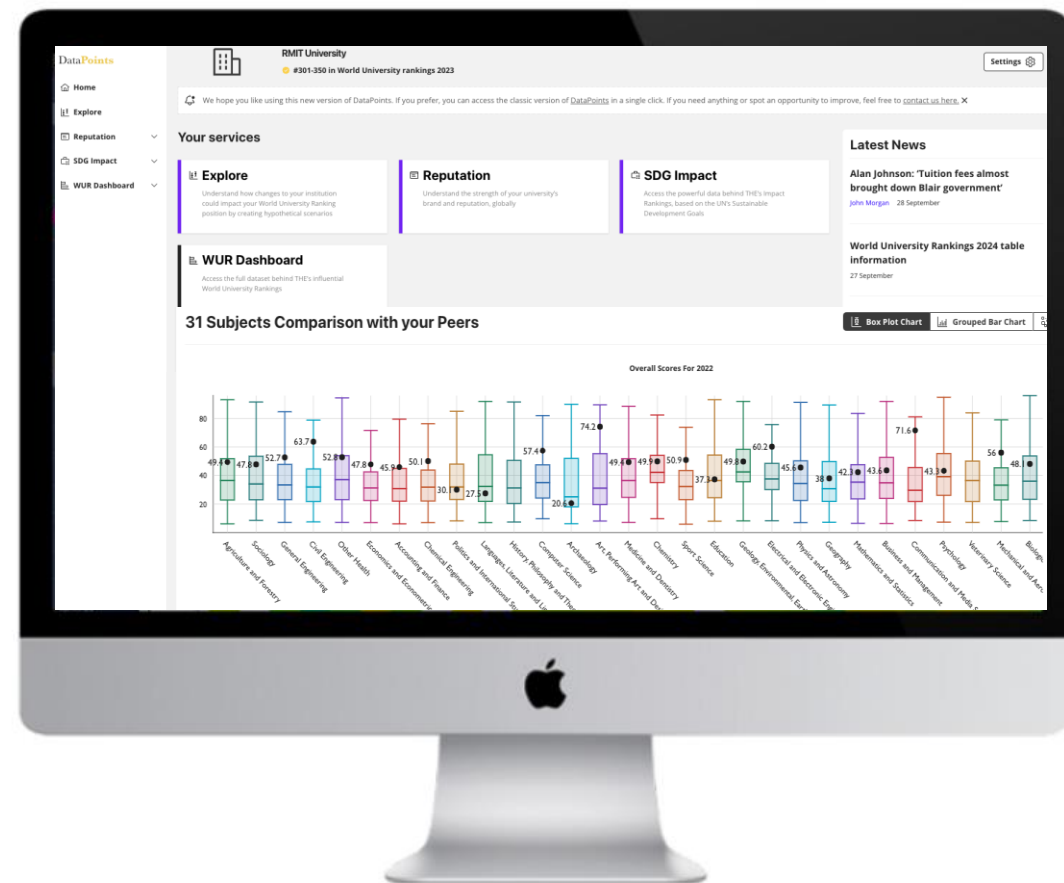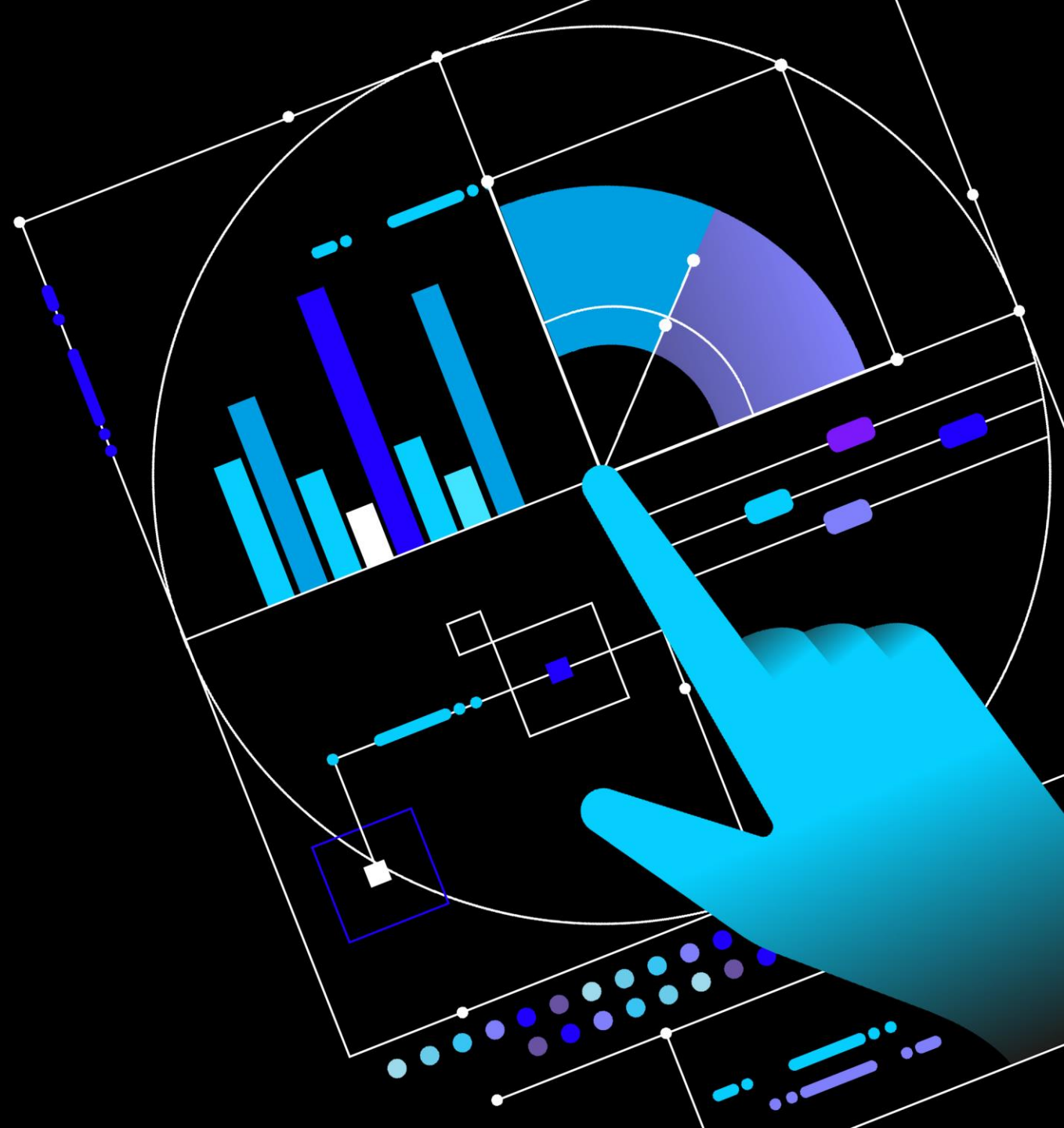
Consultancy Services

THE 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
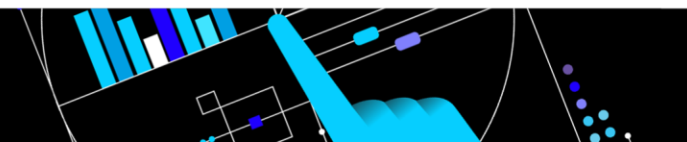
WUR Performance Analysis and Simulation

Understand your institution's performance across all metrics, benchmarked against competitors
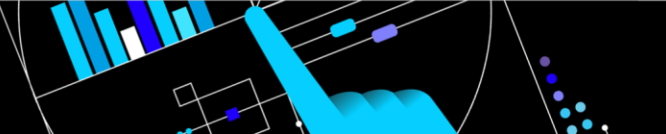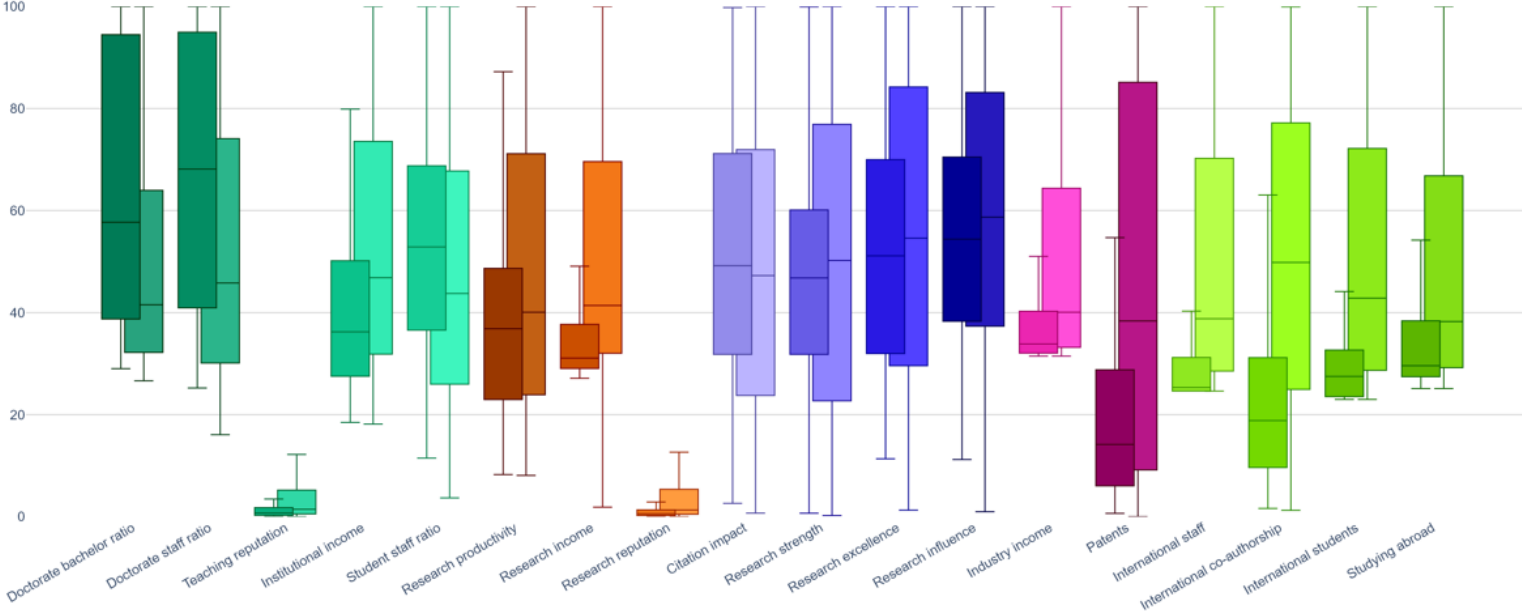
WUR Performance Analysis and Simulation

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
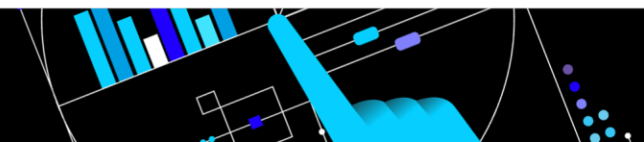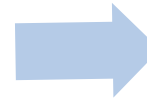
Academic Network Analysis

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

University A's chosen subjects
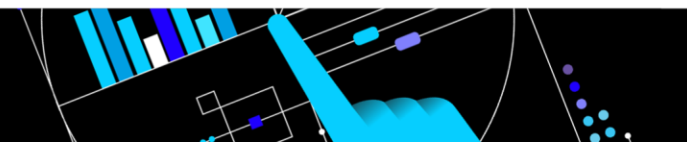
Examples of subjects:
Neuroscience
Computer Science – artificial intelligence
Economics – management
Medicine – internal medicine
Social Psychology
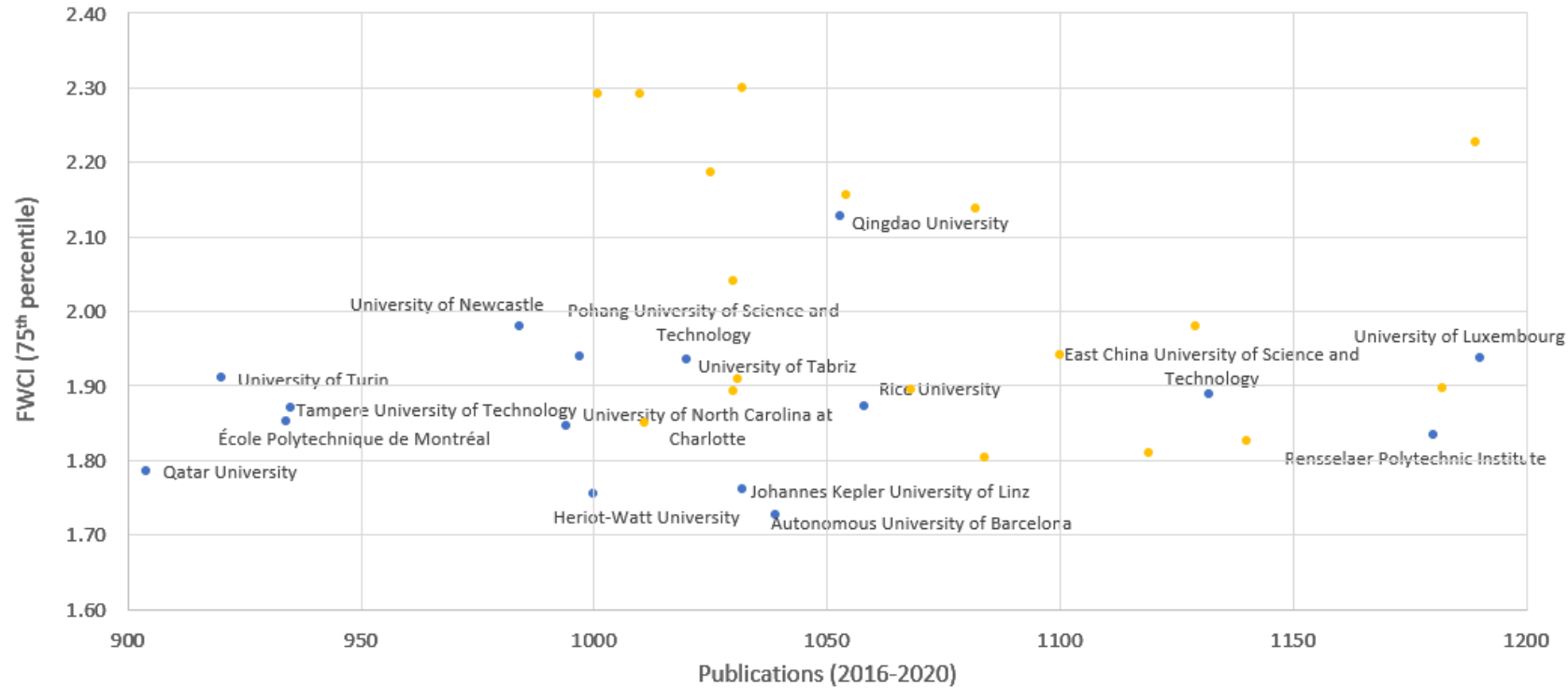Electrical Engineering

Competitor bibliometric database profile

University 1
University 2
University 3
University 4
University 5

Academic networks
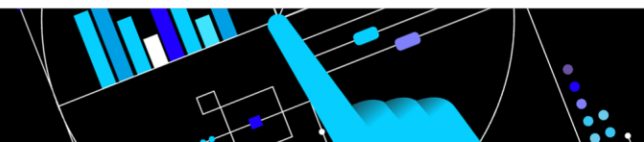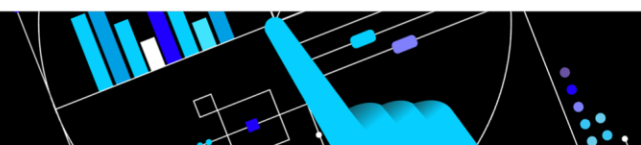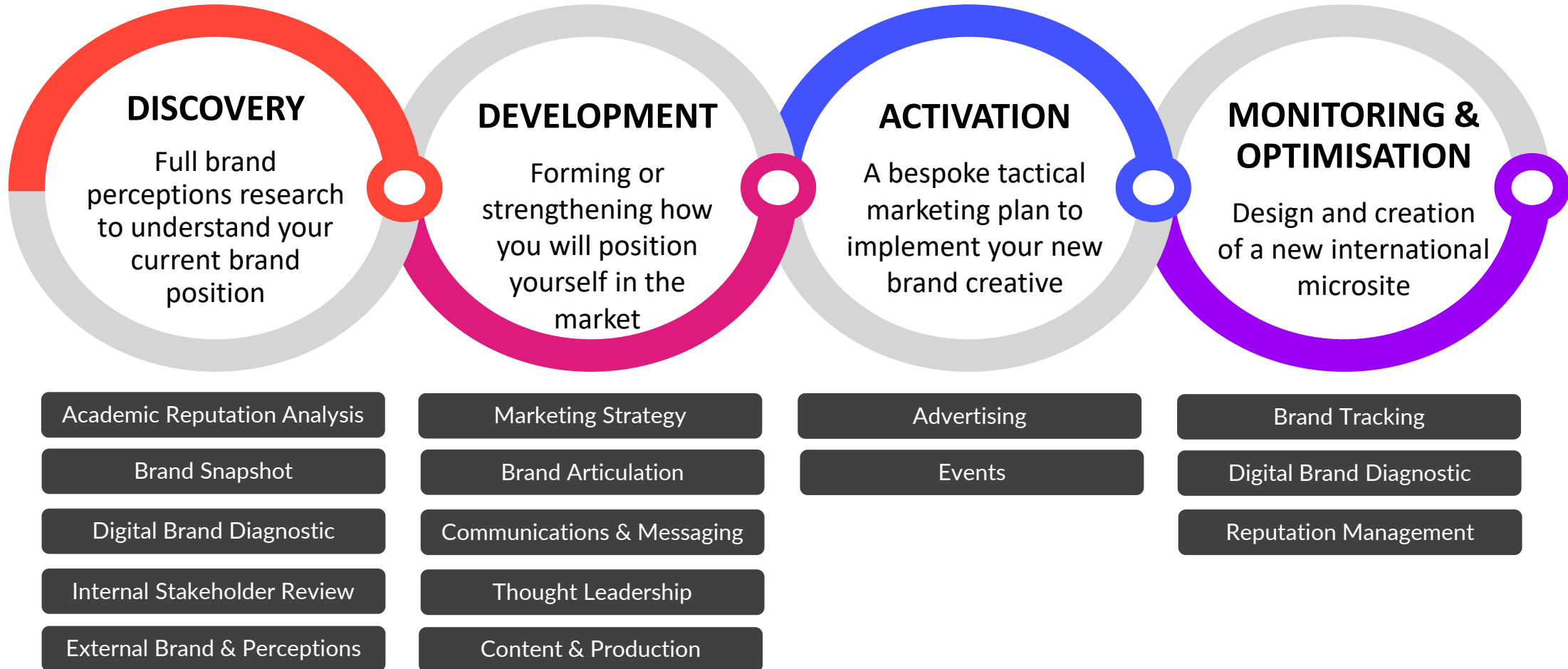
Academic Network Analysis

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

DISCOVERY
Full brand perceptions research to understand your current brand position

- Academic Reputation Analysis
- Brand Snapshot
- Digital Brand Diagnostic
- Internal Stakeholder Review
- External Brand & Perceptions

DEVELOPMENT
Forming or strengthening how you will position yourself in the market

- Marketing Strategy
- Brand Articulation
- Communications & Messaging
- Thought Leadership
- Content & Production

ACTIVATION
A bespoke tactical marketing plan to implement your new brand creative

- Advertising
- Events

MONITORING & OPTIMISATION
Design and creation of a new international microsite

- Brand Tracking
- Digital Brand Diagnostic
- Reputation Management

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