

IREG -5

The Academic Rankings: From Popularity to Reliability and Relevance

***Development of “Self-directed” College Ranking
and its Impact on Taiwan Higher Education***



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Berlin**

Popularity of College Ranking in the 21st Century

- Higher education expansion
- Resources allocation
- Accountability
- Benchmarking
- Marketization in higher education

National College Ranking

➤ U.S. News & World Report

- The most influential college ranking – “American Best Colleges” published by U.S. News & World Report in 1983



➤ Maclean's , The Times, CHE, etc



Global Ranking

- Intense international competitions between universities.
- Global college rankings have drawn international attention worldwide, including Taiwan
 - Academic Ranking of World Universities by Shanghai Jiao Tong University in 2003
 - QS “World University Ranking” in 2004
 - “Webometrics Rankings of World Universities” by the Spanish National Research Council published in 2004
 - Performance ranking of scientific papers of world class universities by the HEEACT in 2007
 - Time Higher Education’s “World University Ranking” in 2010



Dilemma for Traditional College Rankings

- Arbitrary selection of indicators and weightings
- Undefined users
- Simplistic presentation
- Outdated information
- Research focus
- Unfair for humanities, arts and social science fields
- English domination

Development of Personalized College Ranking in the 21st Century

What 's “*Self-directed*”
Personalized College Ranking ?



MY CHOICE
VOICE

Features of Personalized College Ranking

➤ Users

- Targets students as the major users clearly compared to the league tables currently.

➤ Customization

- It emphasizes the respect for user's needs in selection of indicators and weightings by their own through the web-based platform.

➤ IT based

- Updated information

➤ Matching

- The goal of the information system function is to lead to a match between the student and the institution or the program that they're most interested

Rationales

- Higher education internationalization
- Social demand on data transparency
- Customer-oriented service
 - The first personalized college ranking called “University Ranking” was published by Centre for Higher Education Development in Germany in 1998

Major Publishers of Personalized College Rankings

Website	Organization	Type	Country
University Ranking (1998)	The Center for Higher Education Development	Research Center	Germany
GlobeCampus (2008)	Globe Mail.com	Mass Media and Research Center	Canada
Ranking Tool (2006)	Maclean's	Mass Media	Canada
Studychoice. NL (2007)	Studychoice123.nl partnership	HBO-Raad, VSNU and PAEPON and the students' organizations	Holland
PUSH (2007)	The Push Guides Independent House	Mass Media	UK
College Navigator (2007)	National Center for Education Statistics	Governmental sector	U.S.A.
Do it yourself ranking (2009)	Forbes/ CCAP (Center of College Affordability and Productivity)	Mass Media and Research Center	U.S.A.

Development of College Rankings in Taiwan

- Before the 90s, most college rankings or league tables in Taiwan published by mass media didn't draw the public attention due to validity and creditability in methodology.
- Driven by global market of higher education, universities and government agencies started to develop rankings as a tool to encourage institutions to strive for excellence.
- 3 major types of college rankings developed in Taiwan. Each has its own characteristics and uniqueness.

Three Major College Rankings in Taiwan after the late 90s

- Tamkang National College Ranking in 2002
- HEEACT Global Ranking in 2007
- HEEACT Personalized Ranking in 2008
 - Hou, Yung-chi & Robert Morse (2009) . Quality Assurance and Excellence in Taiwan Higher Education-An Analysis of Three Major Taiwan College Rankings., *Evaluation in Higher Education*, 3(2), 45-72.
 - Hou, Yung-chi. (2009) . Personalized Rankings: A New Ranking System for Taiwanese Universities, *Asian Journal of University Education*, 4(1) June.1-24
 - Hou, Yung-chi. (March 3-5, 2010). *Development of “Self-directed” College Ranking and its Impact on Taiwan Higher Education*. APQN 2010 Annual Conference &AGM, Bangkok, Thailand.

HEEACT Personalized Ranking - College Navigator in Taiwan

- Public demand
- Transparency
- Internationalization



Background of Developmental Framework of “College Navigator in Taiwan”

➤ Rapid Expansion in Taiwan Higher Education

- Number of universities and colleges Increased by **120%** in the past 10 years with more than 160 institutions
- Student enrollment With a total number of 1.3 millions increased **65%**
- University Entrance Exam admission rate more than 97% in 2008

➤ Internationalization in Taiwan Higher Education

- The total number of international students, including degree-level, exchange, and language study students, reached 17,742

➤ Transparency

- Planning to establish a very consumer-oriented ranking service system to provide more transparent university information for prospective students locally and internationally

Higher Education Evaluation and Accreditation Council of Taiwan (HEEACT)



Higher Education Evaluation &
Accreditation Council of Taiwan

STRIVING FOR EXCELLENCE
WITH FAIRNESS AND
PROFESSIONALISM

- Founded in 2005
- Two jobs
 - Program Accreditation
 - Ranking projects
- Very responsive to Taiwan society's need.

College Navigator in Taiwan

- 2-year project
- Four well-established personalized rankings
- Berlin Principles



Research Team

- 3 professors/ one international consultant / one full time staff/ one IT designer / 7 graduate TA



College Navigator in Taiwan

- Target group of the ranking
 - All school leavers seeking for a suitable university with the fields they are interested in.
- Selection of Institutions
 - 69 4-year colleges and universities evaluated by HEEACT from 2006 to 2010.
- Hold 10 focus groups to collect users' opinions about the indicators

Model of Criteria

Tier	Content	Number
Criteria	academic survey, student quality, faculty resources , library acquisitions, research grant, research output, teaching quality , learning output, international outlook etc.	11
Indicator	enrollment rate, proportion of graduate students, graduation rate, proportion of faculty members above assistant professors, proportion of professors with a highest degree, proportion of full-time faculty, faculty-student ratio, total expenditure per student, number of articles published in SCI/ SSCI/ AHCI and EI per faculty, National Science Foundation grants per faculty, proportion of international students, proportion of international faculty, library expenditure per student, number of patents awarded per faculty, employment rate, etc.	24
Preference	location, size, type, program/ discipline, etc.	5
Basic information	history, enrollment, number of programs, and website, room and board, student service, accreditation status, governmental grants, scholarship, tuition, student clubs, accommodation etc.	16

Data Sources

➤ Academic survey

- Response rate is up to 74.88%

➤ Universities

- General information, including the description of institutional features.

➤ Independent third parties

- Ministry of Education, 2008 Tamkang ranking report, National Science Foundation, ISI

Presentation of results

- Updated annually on the HEEACT website
- Users can interactively make their own league table by selecting and weighing indicators according to their preference.
 - Top Group (green upward arrow, the indicator is in the top 30% of all institutions),
 - Middle Group (yellow sideward arrow, the indicator is between 31% and 69% of all institutions)
 - Final Group (pink downward arrow, the indicator is in the bottom 30% of all institutions).
 - Unranked Group (data are not submitted in the form requested by HEEACT)

Applicability of the Berlin Principles to the Taiwan Personalized College Ranking

- User and goal
 - Clear about purposes and target groups
- Criteria and weighting
 - Transparency and relevance
- Data collection
 - With proper procedures for scientific data collection.
- Result presentation
 - Web-based ranking system
 - It will be empowered to rank the institutions according to their preference,
 - Be updated annually through the use of IT system.

Methodology : 4 steps

- Given a certain extent of autonomy over selection of indicators and weightings.
- Users will be able to rank the institutions they are interested in by region, type, size and program.
- More detailed information on universities such as founding year, mission, and total enrollment, number of programs, and website, accreditation status, government funding, application, room and board, tuition will be listed for user's references on the ranking outcomes.
- There are 4 tiers in the model of criteria including 11 criteria, 24 indicators, 5 preferences and 20 items
- <http://cnt.heeact.edu.tw/index2.asp>

College Navigator in Taiwan- Home

[Chinese]



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Council of Taiwan

Research Team
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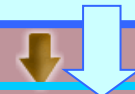
 Make a smart move with **CNT**
Make your **dreams** come **true**



國立成功大學

Are you interested in studying in Taiwan? Would you like to get more information about the academic performance of Taiwan universities and colleges? The leading independent guide to Taiwan higher education will guide you step by step through a well-developed model of measures with more than 11 criteria, 24 indicators and 20 general information items including, academic reputation, faculty resource, research outputs, internationalization, student support, scholarship, and tuition. Be your own college counselor and select the school that best fits your needs!!!

**Click here to
start**



**PERSONALIZE
YOUR RANKING**


 **Latest News**

2009.10.21
HEEACT releases "College
Navigator in Taiwan"

2009.10.15
US News and World Report:
2009 World's Best Colleges
and Universities

2009.09.18
THE - QS: 2009 University
Rankings

College Navigator in Taiwan- Step 1: Indicators



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Higher Education Evaluation & Applied Statistics
Fu Jen Catholic University



















College Navigator

Step 1 Indicators → **Step 2** Weighting → **Step 3** Preference → **Step 4** Result

Choosing Indicators (at least 3 and up to 10 at a time)

: detail information

SURVEY	
Peer assessment	<input type="checkbox"/>  Academic survey

DATABASE	
Student selectivity	<input checked="" type="checkbox"/>  Enrollment rate
	<input type="checkbox"/>  Number of national academic awards by students
Student demographics	<input type="checkbox"/>  Proportion of graduate students
Teaching quality	<input checked="" type="checkbox"/>  Faculty-student ratio
	<input type="checkbox"/>  Proportion of full-time faculty
Faculty resources	<input checked="" type="checkbox"/>  Proportion of professors with Ph.D.
	<input type="checkbox"/>  Proportion of faculty above assistant professor
	<input type="checkbox"/>  National Academy membership
	<input checked="" type="checkbox"/>  Number of articles published in SCI per faculty
Research output	<input type="checkbox"/>  Number of articles published in SSCI per faculty
	<input type="checkbox"/>  Number of articles published in AHCI per faculty
	<input type="checkbox"/>  Number of citation per faculty
	<input type="checkbox"/>  Total NSC grants per faculty
	<input type="checkbox"/>  Total NSC grants in Sciences per faculty
	<input type="checkbox"/>  Total NSC grants in Social Sciences
Research grants	<input type="checkbox"/>  NSC projects per faculty
	<input type="checkbox"/>  NSC projects in Sciences per faculty
	<input type="checkbox"/>  NSC projects in Social Sciences per faculty
Library	<input type="checkbox"/> Total holdings per student

Online Users
6

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**PERSONALIZE
YOUR RANKING**

Latest News

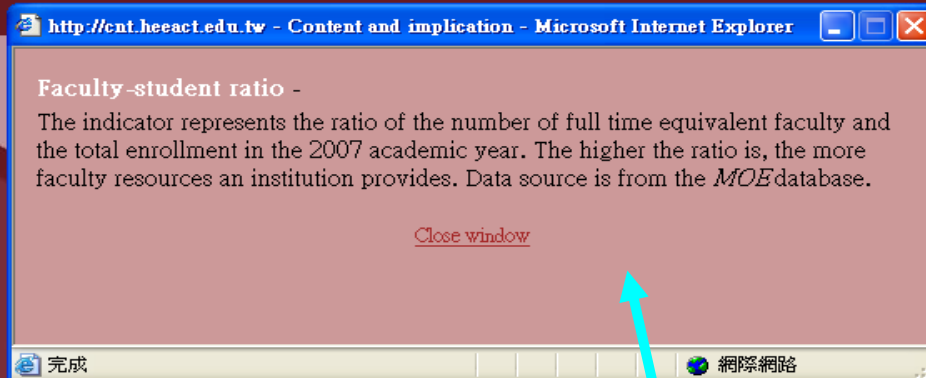
2009.10.21
HEEACT releases "College Navigator in Taiwan"

2009.10.15
US News and World Report: 2009 World's Best Colleges and Universities

2009.09.18
THE - QS: 2009 University Rankings

Step 1:
Choose the indicators

College Navigator in Taiwan- Step 1: Indicators



Step 1: Choose the indicators

Choosing Indicators (at least 3 and up to 10 at a time)

Step 4

Indicators → Weighting → Preference → Result

Choosing Indicators (at least 3 and up to 10 at a time)

SURVEY

Peer assessment ☐ **i** Academic survey

DATABASE

Student selectivity ☒ **i** Enrollment rate
☐ **i** Number of national academic awards by students

Student demographics ☐ **i** Proportion of graduate students

Teaching quality ☒ **i** Faculty-student ratio
☐ **i** Proportion of full-time faculty

Faculty resources ☒ **i** Proportion of professors with Ph.D.
☐ **i** Proportion of faculty above assistant professor
☐ **i** National Academy membership

Research output ☒ **i** Number of articles published in **SCI** per faculty
☐ **i** Number of articles published in **SSCI** per faculty
☐ **i** Number of articles published in **AHCI** per faculty
☐ **i** Number of citation per faculty

Research grants ☐ **i** Total NSC grants per faculty
☐ **i** Total NSC grants in Sciences per faculty
☐ **i** Total NSC grants in Social Sciences

i: detail information

Online Users

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PERSONALIZE
YOUR RANKING


Latest News

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THE - QS: 2009 University
Rankings



College Navigator in Taiwan- Step 2: Weighting



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College Navigator

Step 1

Indicators

Step 2

Weighting

Step 3

Preference

Step 4

Result

Assign a weight to each indicator(at least 10%), so that the total will add up to 100 percent.

Enrollment rate	20	
Faculty-student ratio	20	
Proportion of professors with Ph.D.	20	%
SCI	40	%
Total	100	%

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PERSONALIZE
YOUR RANKING

Latest News

Step 2: Give each indicator a weight

College Navigator in Taiwan- Step 3: Preference



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**PERSONALIZE
YOUR RANKING**

College Navigator

Step 1 Indicators → Step 2 Weighting → **Step 3 Preference** → Step 4 Result

Step 3:
Decide the Universities you want to compare

Way 1: Narrow down your choices

Mode 1: Narrow the Choices according to the following criteria

Region: Detail
☐ All
☒ Region (☒ North ☐ Central ☐ South ☐ East)

Type (☐ Public ☒ Private)

Field (☐ Engineering & IT ☒ Humanity & Social Sciences
☐ Biomedicine ☐ Sciences)

Size (☐ Below 4999 ☐ 5000~9999
☐ 10000~14999 ☐ 15000~19999)

Way 2: Choose Universities

Mode 2: Select the universities you want to compare

National Chengchi University	▶▶
National Tsing Hua University	▶▶
National Taiwan University	▶▶
National Taiwan Normal University	▶▶
National Cheng Kung University	▶▶

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and Universities

2009.09.18
THE - QS: 2009 University
Rankings

College Navigator in Taiwan- Step 4: Result



- ↑ : Top Group (green upward arrow, the indicator is in the top 30% of all institutions)
- : Middle Group (yellow sideward arrow, the indicator is between 31% and 69% of all institutions)
- ↓ : Final Group (pink downward arrow, the indicator is in the bottom 30% of all institutions)
- N/A : Unranked Group (data are not found in the third parties)

The indicators you choose

Our system will analyze the rank of the universities according to the indicators and weights you decide

Rank	Institution	Enrollment rate	Faculty-student ratio	Proportion of professors with Ph.D.	SCI
1	Chang Jung University	→	↑	↓	↑
2	Nan Ze University	↑	↓	↑	↑
3	Tatung University	↑	→	↓	↑
4	Chung Yuan Christian University	↑	↓	→	↑
5	Tamkang University	→	↓	→	→
6	Fu Jen Catholic University	↑	↓	↓	→
7	Chung-Hua University	↓	↓	→	→
8	Huaan University	↓	→	→	→
9	Soochow University	↑	↓	→	→
10	Ming Chuan University	↑	→	→	→
11	Kainan University	↓	↓	↑	↓
12	Chinese Culture University	→	↓	↓	→
13	Shih Hsin University	↑	↓	→	↓
14	Fo Guang University	↓	→	↑	↓

The performance of each university

College Navigator in Taiwan- Step 5: General information



Total enrollment: 21,972
Number of undergraduates: 11,056
Number of graduates: 10,916
Website:
<http://english.web.ncku.edu.tw/bin/home.php>
Directions: [Detail](#)

Introduction

NCKU, located in the historical and ancient cultural capital city Tainan, is one of the primary universities in the southern Taiwan. With its outstanding faculty, abundant educational resource, and excellent research achievement, NCKU has grown to be a world-class university characterized by its strength in electronic engineering and computer science. For decades, our graduates have been ranked as industry's best choice in the local polls. Its excellent learning environment and beautiful campuses have attracted numerous distinguished students, scholars, and visitors around the world to explore the world of knowledge and its historical heritage.

Programs/ Degrees Offered

Undergraduate degree: 48	Master degree: 79
Ph.D. degree: 54	Master Programs for working students: 22

Accreditation Outcomes

Accrediting Organization	Outcomes
HEEACT	100 (Detail)
AACSB	0 (Detail)
IEET	46 (Detail)
Chemical Society in Taiwan	3 (Detail)

武林英雄 常用網站

the: 那個

	↑	↑
	→	↑
	↑	→
	↑	↑
	→	↑
	↑	↑
	↑	↑
	↓	↑
	↑	↑
	→	↑
	→	↑

網路網路

12	Chung Yuan Christian University	↑	↑	↑
13	Yuan Ze University	↑	↑	↑
14	Chang Gung University	↑	→	↑



National Chengchi University

NO.64,Sec.2,ZhiNan Rd.,Wenshan District,Taipei City
11605,Taiwan (R.O.C) 

Year founded: 1954

Campus setting: 1,033,851 square meters

Total enrollment: 15,588

Number of undergraduates: 9,315

Number of graduates: 6,273

Website: <http://www.nccu.edu.tw/english/>

Directions: [Detail](#)

Introduction

Established in 1927, National Chengchi University (NCCU) is noted for its humanities and social sciences disciplines. In the future, NCCU will pass on the outstanding traditions of humanities and social sciences, balancing both teaching and research, theory and practice, internationalization and domestication in academic disciplines including humanities, social sciences, law, business and communications, reinforce dialogues between humanities, technology and society, and promote multi-variant academic research development. Our vision is to build a first-rate international humanities and social sciences academic temple, and nurture "Humane, Global, Innovative" successors for the new century.

Programs/ Degrees Offered

Undergraduate degree: 37

Master degree: 53

Ph.D. degree: 37

Master Programs for working students: 16

Accreditation Outcomes

Accrediting Organization

Outcomes

HEEACT

78 ([Detail](#))

AACSB

30 ([Detail](#))

IEET

0 ([Detail](#))

Chemical Society in Taiwan

0

National Taiwan Normal University

3 ([Detail](#))

(Taiwan Literature and Taiwan Studies)

Impact of College Navigator on Taiwan Universities and Students

- Users' attitude toward the ranking
- The most popular indicators
- Responses from universities



Mean Scores for Users' Attitude toward the Ranking

Questionnaires	Mean score*
Q1. Definitions of indicators are clearly stated.	3.73
Q2. Selection of indicator number is reasonable. (between 3-10)	3.63
Q3. Presentation of ranking outcome is clear and understandable.	3.66
Q4. Presentation of basic information for each institution is clear and understandable	3.69
Q5. Information provided is useful for me to select a school to study	3.76
Q6. It is convenient for me to operate this ranking tool.	4.06
Q7. Speed of this system is moderate and does not take me too much time.	4.23
Q8. Functions in the system are highly stable.	3.91
Q9. Web pages are presented clearly.	4.16
Q10. Contrast of color is nice and comfortable	3.81
Q11. Information on the web-pages is easily read.	3.93

College Navigator in Taiwan - Survey

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q1. Definitions of indicators are clearly stated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q2. Selection of indicator number is reasonable. (between 2-11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q3. Presentation of ranking outcome is clear and understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q4. Presentation of basic information for each institution is clear and understandable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q5. Information provided is useful for me to select a school to study.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q6. It is pretty convenient for me to operate this ranking tool.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q7. Speed of this system is moderate and doesn't take me too much time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q8. Functions in the system are highly stable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q9. Web pages are presented clearly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q10. Contrast of color is nice and comfortable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q11. Information on the web-pages is easily read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other comments: <div style="border: 1px solid #ccc; height: 100px; width: 100%; margin-top: 5px;"></div>					
<input type="button" value="Reset"/> <input type="button" value="Submit"/>					

Top 10 Indicators by the Number of Usage Times

Indicators	Usage times
Academic survey	16694
Expenditure per student	14372
Enrollment rate	11149
Faculty-student ratio	10561
Average proportion of graduated students	10191
Number of national academic awards by students	7898
Total holdings per student	7728
Total NSC grants per faculty	7466
Proportion of full-time faculty	6921
Proportion of professors with Ph.D.	6431

Impact of College Navigator on Taiwan Universities and Students

- Taiwan colleges and universities are pressured highly to pay more attention to what students do care about most
- But some of them misunderstood and misused the innovative system
 - It is a searching engine, not a fixed ordinal college league
- High schools encouraged students to take advantage of it
 - Bureau of Education presented the system in the handbook of college selection for students

Survey on All the Selection of Universities

- A survey of 69 university presidents of the selected subjects in the system was conducted
- Overall response rate is 68.12%.
- 6 items 24 questions
- Including institutional policy making, staff and faculty recruitment, research output, resource allocation, student services and learning environment, and system operation

Major Findings

- Respondent's attitude toward all questions is fairly positive and they generally agree that the system has a great impact on the development of universities and colleges in Taiwan.
- The respondents agree most on the category of “increasing research performance”, with a mean score of 4.06, but a big confidence interval exists among all respondents compared with the other items.
- several single items have a higher point.
 - Helping enhancement of overall academic performance, promotion of faculty quality, engaging in governmental research funding, focus on faculty research outputs and diversification of financial sources, increasing the number of school website pages and content, and improvement of transparency of institutional data, etc.
- few items have a comparably lower point
 - re-identifying institutional mission and goal, hiring more top notch scholars, actively engaging in fund raising, and improving the graduation rate, etc.

Mean and STD by items

Categories	Mean	STD	95% Confidence Interval	
			Upper	Lower
Institutional policy making	3.95	0.61	4.14	3.76
Staff and faculty recruitment	3.93	0.67	4.14	3.73
Research output	4.06	0.76	4.30	3.83
Resource allocation	3.82	0.69	4.04	3.61
Student services and learning environment	3.86	0.72	4.09	3.62
System operation	3.93	0.75	4.16	3.69

Summary

- Most university presidents admitted that the system, to some extent, engaged the institutions actively to improve faculty quality, as well as to provide local and international students with more transparent information in school selection
- Few respondents from teaching-oriented type and private institutions still believe the system had brought a negative effect on their reputation, or even hurt their reputation
- The goal of the system has been achieved at the certain level since it was published

Future Perspective

- HEEACT, as an accrediting agency, attempts to carry out its obligation to act as a transparent information proxy instead of a ranker.
 - Has updated the data of the 69 institutions of 2010.
 - Currently, the project is moving into the second phase of national-based expansion.
 - The remaining 79 Taiwanese universities of technology and technical colleges will be added into the system by the end of 2010.
 - Having considering the missions of universities of technology and technical colleges, the system will adopt a dual-track selection approach to facilitate the different cohorts of the perspective students.
 - 5 focus groups session have been held up to present.
- To improve student mobility in Chinese society, the mid-term objective of the project is to expand its Taiwanese participation based system into an Chinese based type
 - Taiwan government just passed the law of Mainland China Students studying in Taiwan
- In the long term, more and more Asian universities which intended to attract more international students will be invited to join the system soon

Challenges for College Navigator in Taiwan

- Gain stable governmental funding
- Educate institutions and students
- Enhance its international visibility
- Invite more foreign institutions to join, like what CHE does
- Develop more good quality of indicators
- Improve data quality
- Establish a more diversified college searching engine

Higher Education Evaluation & Accreditation Council of Taiwan Attitude Toward Rankings

- Realize the functions and limits of college rankings
- Develop a variety of ranking projects by field and program
- Improve data quality of “College Navigator in Taiwan”

Thank you for your listening

Questions and Comments

Higher Education Evaluation & Accreditation Council of
Taiwan (HEEACT)

<http://www.heeact.edu.tw/>