



ESOF

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Rankings Revisited: the use and misuse of university rankings

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Universities need standard metrics to benchmark themselves and know their position relative to peers, so they can strategically align resources to their strengths and weaknesses

Snowball Metrics UK Project Partners



University of St Andrews

Bottom-up initiative - universities define and endorse metrics to generate a strategic dashboard across all aspects of the research process

The community is their guardian

Draw on all data - university, commercial and public

Metrics are system- and tool-agnostic

Build on existing definitions and standards where possible and sensible

Global application

- It's not all metrics, or no metrics – it's not a black and white decision
- Metrics can provide data points on which to build using expert opinion (peer review) to delve deeper & deal with outliers
- Metrics aren't a replacement for human judgment – they complement it
- Universities already widely adopt metrics and tools
- We value objective normalized universal information that enables meaningful comparisons
- After all academia is an evidence-based activity!
- Metrics aren't the antithesis of peer review

- **First define the question; then pick the metrics to answer them**

- **Is that what ranking does – or is ranking alchemy?**