



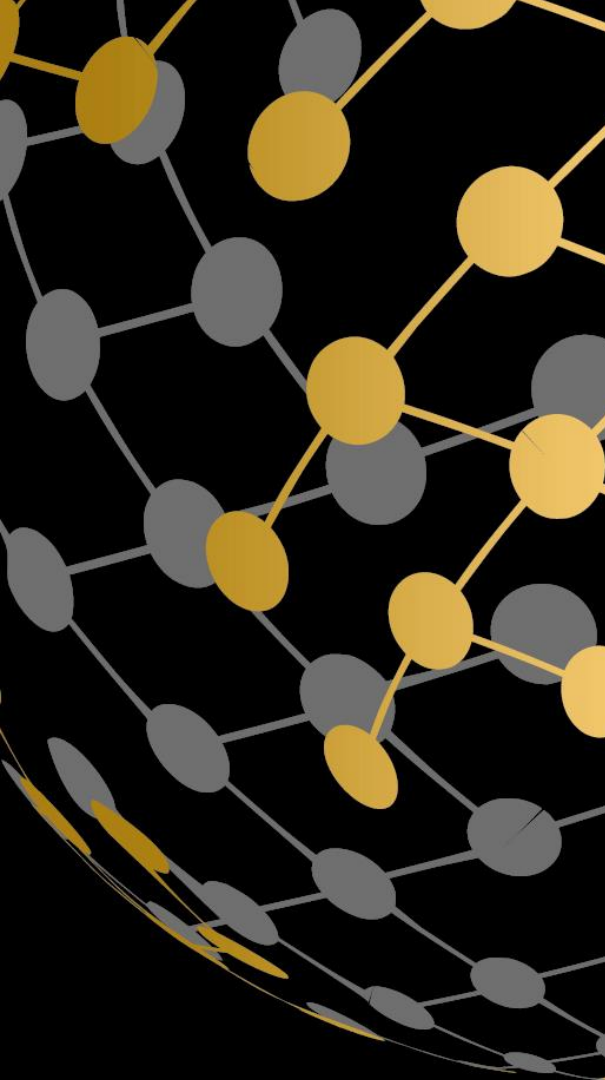
Making the case for data

@duncan3ross



Times Higher Education

- 1971 First issue of supplement
- 2004 World University Rankings launched
- 2005 THE becomes standalone publication independent of The Times
- 2008 THE relaunched in magazine format
- 2010 World University Rankings production moved to Thomson Reuters
- 2015 World University Rankings brought in-house



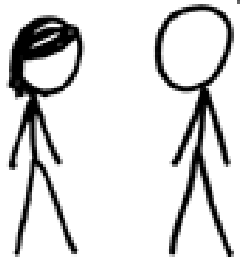
Thinking,
fast
and slow



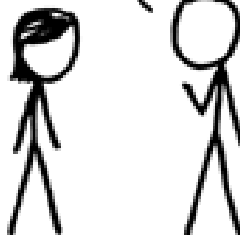
DANIEL
KAHNEMAN

THE MOST INFLUENTIAL BOOK YOU'LL READ THIS YEAR
NOW A MAJOR BESTSELLER

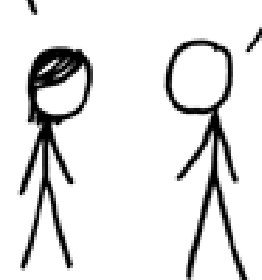
I USED TO THINK
CORRELATION IMPLIED
CAUSATION.



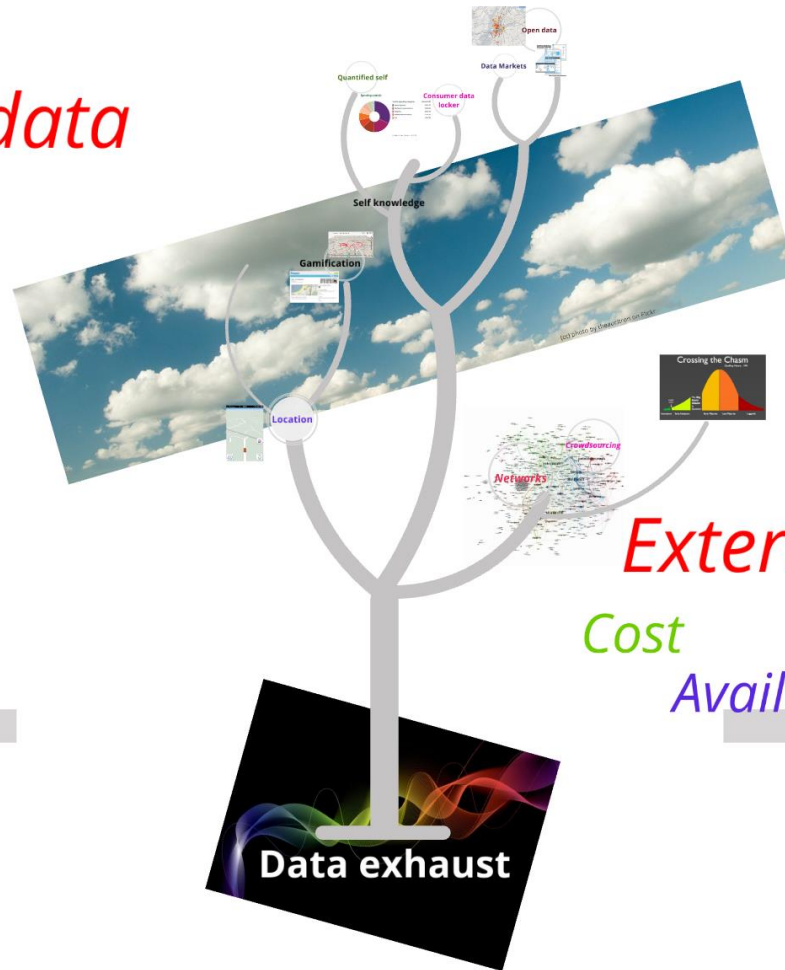
THEN I TOOK A
STATISTICS CLASS.
NOW I DON'T.



SOUNDS LIKE THE
CLASS HELPED.
WELL, MAYBE.



Internal data



External data

Cost Completeness
Availability



Thank you
@duncan3ross