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**GLOBAL TRENDS AND UNIVERSITIES:
RANKINGS, INTERNATIONAL STUDENTS AND MOOCS**

2014 HERDSA Conference
Hong Kong

Occupy Movements

Occupy Wall Street



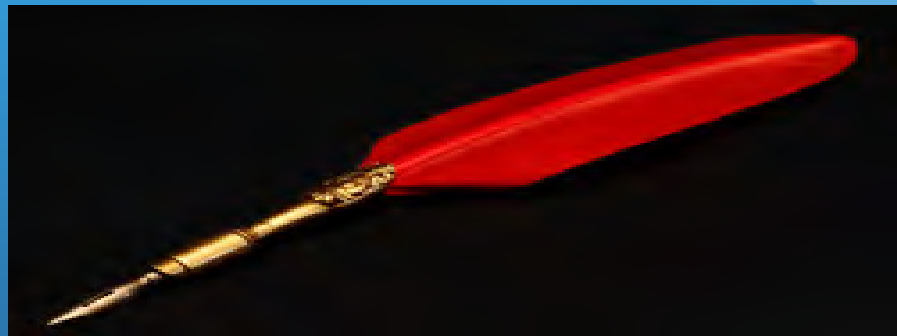
Occupy Movements

Occupy Central or Occupy Hong Kong



Occupy Movements

Occupy Publishing



Globalization

- Time and space compressed
- Opening of borders
- Spread of free markets
- Space that is not completely constructed
- Uncertainty and contradictory meanings
- “Planetspeak”: ubiquitous, ambivalent (both good and evil)

Global Trends for Universities

- Increases in international students
- Massive Open Online Courses (MOOCs)
- Uncapping of tuition fees
- External & Internal rankings
- Differentiation & Homogenization

Discussion Questions

- In what ways are you helping your university be more competitive?
- In what ways have these global trends changed your work and/or work setting?

Growth of Inequality

“If you are a young professional in a major city, you experience inequality firsthand. But the inequality you experience most acutely is not inequality down toward the poor; it’s inequality up, toward the rich.”

(David Brooks, *NYTimes*, 2014)

Increased Inequality

- Thomas Piketty: *Capital in the Twenty-First Century*
- Inequality due to differences in financial rather than human capital

Top 1% of Anglo-Saxon World

- Extremely wealthy: Combination of high salaries and accumulated wealth
- According to Bloomberg, Fortune 500 CEOs make 204 times regular workers on average (April 30, 2013)
- Rising inequality of wealth is not immutable
- Piketty: Societies can indulge or challenge inequality
- Need for a global wealth tax to restrain the growing power of inherited wealth

Rising pay of VCs and Presidents

- Sir Nicholas Montagu defended huge salary increases: “pay reflects what it takes to attract and retain the very best leaders to UK universities in . . . a global market for leadership talent.”
- 2012-13: £370,000, Sheffield University VC
- 2013: Ohio State President paid 6 million
- Same time college costs for students in US rose 1,120% over last 30 years.

Inequality in East Asia

Gini-Coefficients

Country	Gini-Coefficient
Hong Kong	0.537*
Singapore	0.478**
South Korea	0.311*

*2011 **2012

2013, CIA World Factbook

Comparative Income Inequality in OECD and East Asia

Below 0.300	Scandinavia & Germany
Between 0.300 - 0.378	Anglo-Saxon, S. Korea, Chili, Israel, & Japan
Above 0.400	Turkey, Singapore & Hong Kong

Process of Homogenization

- World-class universities and international league tables
- Internationalization
- Massive Open Online Courses (MOOCs)

Is the world becoming more homogenized?

TV and movie formats as a massive international business

Big Brother (Canada)



Master Chef (Indonesia)



Amazing Race (Australia)



Dancing with the Stars (NZ)



Format of 12 Elements

- Copyrighted script
- Trademark logo
- Selection of contestants
- Show title
- Elements of the music
- Lingo of host
- Set design
- Camera angle

Discussion Question

In what ways do you see universities becoming more homogenized?

Global Processes

- Universities deregulated economically
- Staff self-regulate to fit government priorities
- Universities aspire to be world-class
- Rankings create globalized hierarchies
- Oldest, most endowed at the top

World-Class Universities

- Notion of world-class
 - Rankings create centers and peripheries
 - Reaffirm the position of the powerful and rich countries

(Altbach, 2004)

- At the national level
 - Drive for more universities to become world-class
 - Research assessment exercises

World-Class is everywhere



Ministerialspeak

“The most competitive & dynamic knowledge-based economy in the world. . .” Europe

“We will grow our international export market and produce the best education system in the world and allow some of our great universities to become the very best.”

Australia

VC & Deanspeak

“We have to perform with excellence on the world stage . . . to strengthen our brand . . . and retain a strong position among this forward-looking world elite.” VC

“I strongly value the production of world-class research outputs and teaching quality. I also support research only positions and teaching scholars.” Dean

Rankings

“Governments are swayed by them, universities fall out over them and vice-chancellors [presidents] have even lost their jobs because of them.”

(Attwood, 2009, Web.)

World University Rankings

- Dominated by US and UK universities
- Few outside of the North/OECD countries in top 100
- A shift eastward in the latest THE rankings
- Europe suffering the worst losses

Mass movement of students

2000: 2.1 million

2014: nearly 5 million

- About 1 in 6 was Chinese
- In Australia: Asian students accounted for 8 out of 10 international students in 2011

Internationalization

- International understanding
- Global free trade
- Linked to world-class
 - Attract 'the best' academics
 - Recruit the brightest students
 - Alliances with elite unis
 - "Play reputational games as companies do"

(Brown & Lauder, 2010)

THE's Top 100 International Unis

- International students
- International staff
- Papers co-authored with academics from another country
- Most were from Australia, NZ, UK
- Only one US uni (MIT)

Risk Erosion of Cultural Identities

- International ed used as tool for soft power
- Convert international students to western values
- Use cultural media and MOOCs

Discussion Questions

In what ways could international education be considered a form of neocolonialism?

Is there a risk that it may lead to a monoculture not a fusion of cultures?

Massive Online Open Courses (MOOCs)

- Cormier coined the term in 2008
- MOOC 101: Connectivism and Connective Knowledge
- 2012 Year of the MOOC
- Coursera (Stanford)
- Udacity (Stanford & U of Virginia)
- edX (MIT & Harvard)
- UK FutureLearn
- France FUN

Coursera Founder on MOOC

[Ted Talk Daphne Koller](#)

Since Ted Talk in 2012

- 21.5 million enrolments
- 550 courses
- 107 institutions
- Company raised \$85 million for its mission
- Moocs.com.survey: 7% completion rate

Resistance Movements

- Occupy Publishing: 14,671 academics “won’t publish”, “won’t referee” and “won’t do editorial work” for Elsevier
- 11,000 academics signed petition against French Ed Min
- Latin American Declaration against rankings
- Free university tuition: Nordic countries, Germany, Brazil

Occupy Central Reignited

<http://www.scmp.com>

**Hongkongers voice their opinion on the referendum,
democracy, and Occupy Central**

http://www.scmp.com/video?movideo_m=879694

[Hong Kong Democracy](#)