



Looking Past the Sell – Making Sense of University Rankings and Data

Sebastian Marx, *The University of Queensland*

For many high school career counsellors, the annual release of university rankings can be a challenging time, as they struggle to convince their students to make informed decisions about their education pathways.

The easy answers peddled by university ranking organisations are often taken as gospel by parents and students, but just how relevant are modern university ranking systems to high school students? What other data do high school career counsellors have at their disposal for university selection?

The Federal Government have released their own answer to this question, with the online publication of various survey results through the Qualitative Indicators in Learning & Teaching (QILT) website – however it's important to understand the limitations of this data, as well as the ways in which universities twist these results for their own marketing outcomes.

Join one of Australia's leading university recruitment specialists for an insider's perspective into the murky world of university rankings, common traps to look out for when comparing universities on data and learn new strategies that career counsellors can employ to provide some context and meaning to all of that noise.