

Overview of our methodology

PHASES OF THE SURVEY / from January to March 2023

METHOD / description

1

Identify the top 200 universities attended by digital leaders worldwide.

Establish **six lists**, one for each of the following categories: Computer Science, Data Science / AI Studies, Digital Entrepreneurship, Online Degrees, Digital Companies Management Studies and Digital Transformation Programs.

A deep dive in the Crunchbase database to identify which universities or schools were attended by a cohort of 110 000 digital professionals (with the best Crunchbase rank) working in the most innovative companies around the globe.

The number of companies selected is weighed by continent. The cohort of digital leaders is extracted through a job profile selection corresponding to the entries by category. (www.crunchbase.com)

2

From these category lists, identify which of these universities and schools are actually **selected** by digital professionals when they recruit graduates.

An online survey among 3597 digital experts worldwide, a pool selected by Trendence in three target groups as follows: 1/3 IT professionals, 1/3 young digital professionals, 1/3 startup founders worldwide.

Interviewees are asked to express their votes indicating their highest preference in each of the six category lists. Trendence collected a total of 190 432 votes, spread over 300 universities classified by subject.

3

Set up Global Rankings

The 2023 best 200 Universities for Digital Learning and Studies.

>> **APRIL 19TH RELEASE**

The 2023 top 150 Business Schools for Digital Studies.

>> **NEW RELEASE** / to be announced

Each global ranking is a meta ranking which combines several rankings by category. Using a statistical smoothing technique, the rank of each university is calculated based on this years' performance and that of the previous year.

BASED ON 5 SUBJECT RANKINGS

Best universities for Computer Science Studies	30%
Best universities for Data Science / AI Studies	30%
Best universities for Digital Entrepreneurship Programs	10%
Best universities for Digital Companies' Management	20%
Best universities for Online Studies	10%

BASED ON 3 CATEGORY RANKINGS

Best universities for Digital Transformation Studies	60%
Best universities for Digital Entrepreneurship Programs	20%
Best universities for Digital Companies' Management	20%

Survey and Rankings by

emerging

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