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**Title**

Is there a gap between students' preference and university presidents' concern over college ranking indicators? : a case study of 'College Navigator in Taiwan' / Angela Yung-Chi Hou ; Robert Morse ; Yueh-jen E. Shao

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**Abstract**

In order to help students make well-informed choices, reliable college ranking systems with comparable information about higher education institutions worldwide have been welcomed by many students. Because traditional college rankings had many methodological problems, a new type of user-based ranking, called 'personalized college ranking' started to develop in many nations in the late 1990s. In 2008, Higher Education Evaluation and Accreditation Council of Taiwan (HEEACT), launched a ranking project called 'College Navigator in Taiwan' which developed the first Asian student-based college search engine to provide local and international students with transparent information on Taiwan's higher education institutions. The main objective of this paper, therefore, is to compare the rational, strategies and pathways for establishing personalized college rankings. In order to analyze the gap between students' preferences and university presidents' concerns over

**17.12.2025**

ranking indicators, HEEACT's "College Navigator in Taiwan" is adopted as a case study at the end of paper. (HRK / Abstract übernommen) Hou, Angela Yung-Chi, E-Mail: 035440qmail.fju.edu.tw