

The future *of*
higher education

THE
POLICY
INSTITUTE

KING'S
College
LONDON

How others see us...

**Bobby Duffy, Director,
Policy Institute, King's College London**

Trust and reputation studies for dozens of institutions and sectors...

Charities

Banks

Police

Local government

NHS

Climate science

National statistics

BBC – and more...

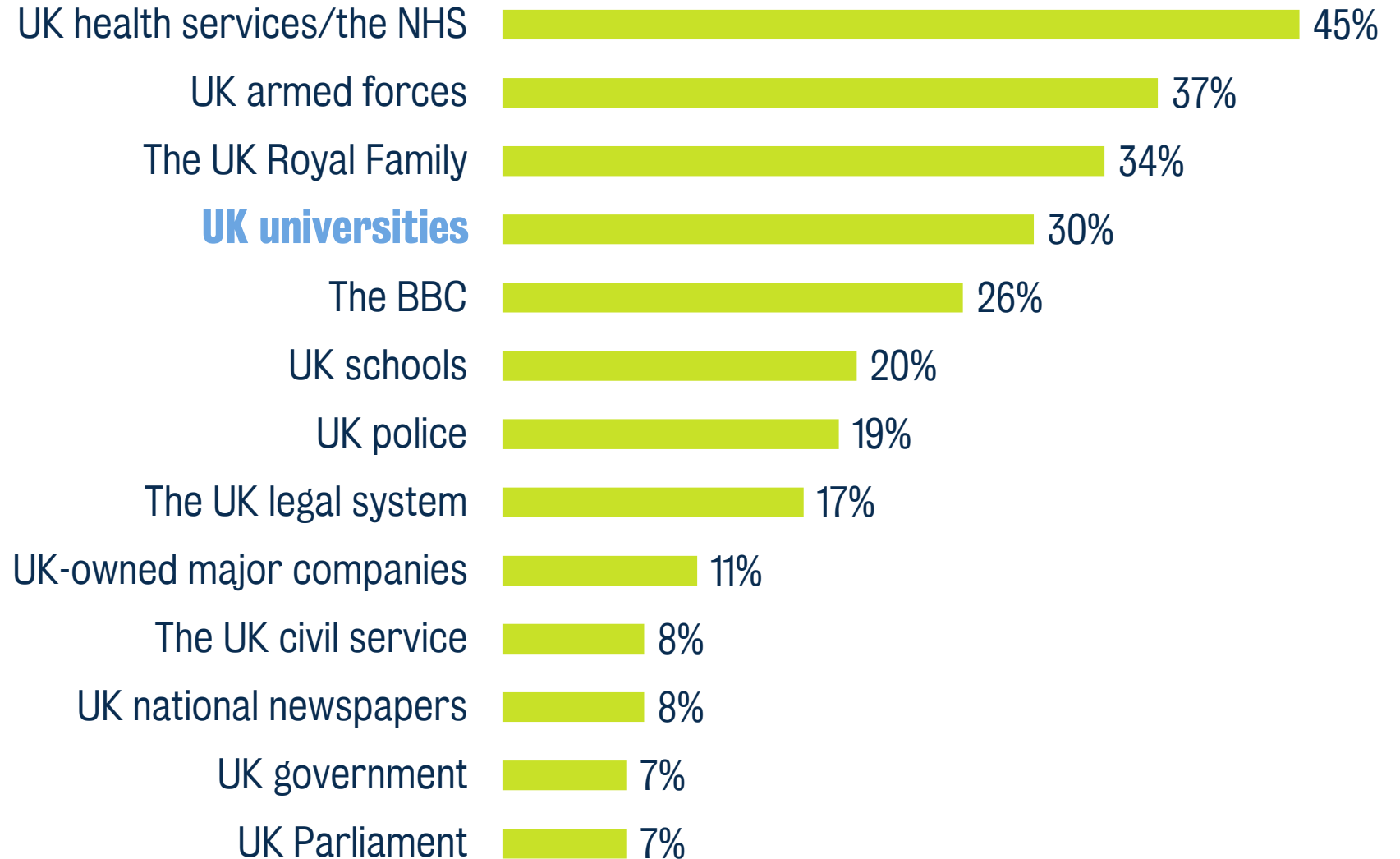
ALL think they have (uniquely) bad/declining reputations...

Pay more attention to our own sector – and have negativity bias...

Literally not as bad as we think...

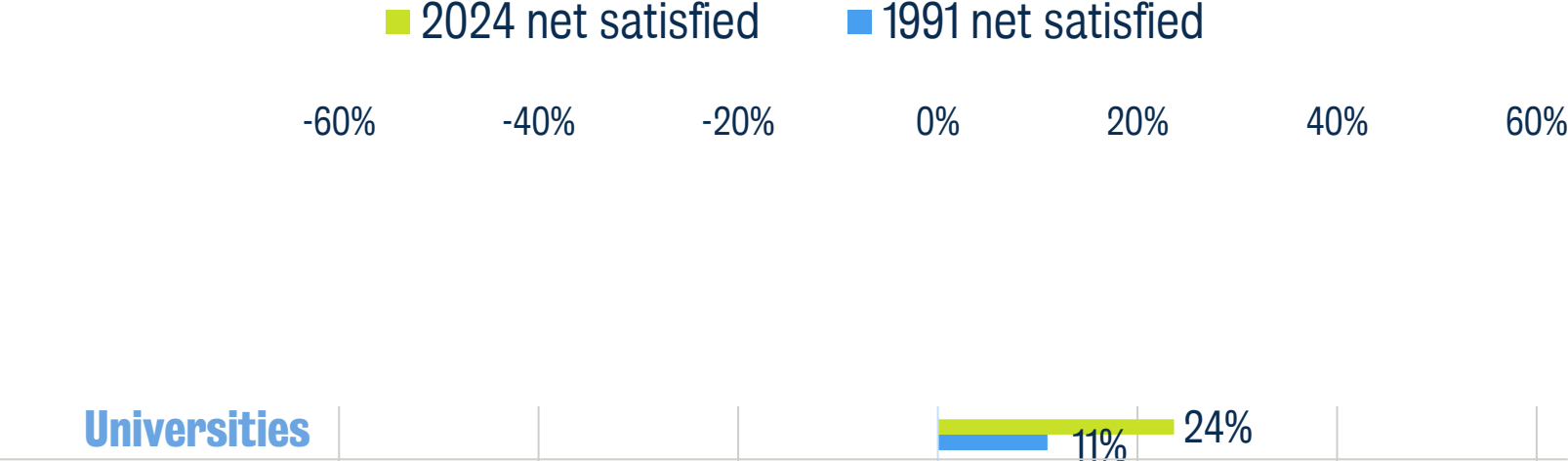
Worth reminding ourselves about the positive aspects...

Which, if any, of the following do you think are among the best in the world, compared with similar organisations or institutions in other countries?



Net satisfaction with our “role in society” has more than doubled since 1991

To what extent, if at all, are you satisfied or dissatisfied with how these people and organisations are performing their role in society?



There are many negative perceptions – and misperceptions – of HE...



What percentage of graduates in the UK do you think say ...

... they'd choose **NOT** to go to university if they had the choice again?



...these misperceptions are maybe no surprise...

‘I racked up £68k of student debt for a degree I don’t even use’

‘I paid £50k for my degree – now I’m on Universal Credit’

Britain is selling students worthless degrees – and a lifetime of debt

The Mickey Mouse degrees that could damage your career prospects

The ‘pretend’ graduate jobs propping up Britain’s bloated universities

Sorry graduates, but employers don’t care about your degree

Information environment does matter – but difficult to change + false comfort to blame entirely

Wrong conclusion: if only we could correct misperceptions, would fix reputation...

...overestimates are *symptom* of concern as much as a *cause*

“Are you on my side?” is increasingly important...

Many models of trust – one of simplest is one of most useful: ABI model...

Ability

Benevolence

Integrity

...increasingly key as we split into polarised “tribes”

2 implications: there is no one “public opinion” on universities – segmentation is key...

...but so too is how *WE* engage with the “other side” ...

Public who agree “It’s hard to be friends with people who vote for...”

Labour 12%

Conservative 20%

Reform 38%

...it's the liberal side who (nearly) always find it harder to be friends with the other side...

To what extent do you agree or disagree with the following statement: **It's hard to be friends with people who vote for Reform UK**

■ Agree

■ Neither agree
nor disagree

■ Don't know/
prefer not to say

■ Disagree

Increasingly need to be aware of our own identities: “Resist” vs “License to operate” ...

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Thank you...

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