

A STUDY OF THE REPUTATIONS OF DOCTORAL PROGRAMS IN COMMUNICATION

Speech Communication Association

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As part of its ongoing project to gather data on the communication discipline, the Research Board of the Speech Communication Association (SCA) commissioned the National Office staff to construct a study that would measure the reputations of doctoral programs in communication.

This paper reports the results of the study. The report will provide background on the study and a description of the methodology and analysis procedures. The results are contained in tables which appear at the report's conclusion.

Background

The Research Board commissioned this study in January, 1994, because its members felt that the need for data on the profession was most urgent in determining how doctoral programs were perceived generally within the discipline. In discussing the project with the SCA Administrative Committee, it was suggested that as many specialties as possible be rated. With a mandate to gather reputational data on as many specialties as possible, the staff proceeded to design a study rating fourteen specialties taken from the SCA Graduate Directory. [1] The specialties were selected because at least ten universities had listed them in the Graduate Directory. The major area of study that was omitted by this criterion was performance studies, where only six doctoral programs had listed this area as a specialty.

The SCA Administrative Committee examined the resulting design and decided that it covered too many specialties. The Research Board met and combined the fourteen specialties into eight. [2] The Board members also made some modifications in the design of the study. [3]

Identification of programs

Besides the SCA Graduate Directory, programs were taken from the second edition of Garland Elmore's *The Communication Disciplines in Higher Education* (published jointly by the Association for Communication Administration (ACA) and the Association of Schools of Journalism and Mass Communication (ASJMC)). We omitted programs whose title began with "journalism" from the study, as those programs were already ranked by the Association for Education in Journalism and Mass Communication (AEJMC). A contact person, usually either the chair of the director of graduate studies, was identified at each program, and the contact person designated the specialties that appeared for that program in the study. In several cases, specialties that the programs had designated to appear in SCA's Graduate Directory were omitted from this study. A few programs that decided to participate had no Ph.D. degree of their own; rather they participated in campus Ed.D. programs or in interdisciplinary Ph.D. programs.

Some universities had more than one communication doctoral program; these were listed separately and identified by program name. A total of 68 programs were listed in the study.

Data collection

Surveys were sent to each institution's contact person in January, 1995, and that person was asked to distribute a survey to each member of the graduate faculty. A total of approximately 980 surveys were distributed in this manner. A second sample of approximately 620 names was drawn from Ph.D. level members of SCA who did not teach at doctoral-granting institutions.

Surveys were mailed directly to these individuals. In each case, a cover letter and a return envelope accompanied the survey. The task for all respondents was to designate the "top five" programs in each specialty. Some demographic data about the respondents was also collected, including their own estimate of how confident they were in their ratings. Respondents who indicated that they were very confident were asked to provide their names if they would be interested in participating in a follow-up study; a total of 45 individuals chose to provide their names for such a purpose.

Once the surveys had been distributed, the SCA National Office and the Chair of the Research Board received several complaints about the study. The most frequent of these complaints centered around the fact that journalism programs had not been included in the mass communication categories. These complaints motivated a series of meetings of the leaders of the various communication associations, and data analysis was not conducted until after discussion of the issues involved had concluded.

When the project resumed, a second data collection was undertaken in December, 1995, from the 45 self-identified experts. The same survey was distributed to these individuals, but they were asked to place each program listed under each specialty into one of four equal quartiles, indicating their relative level of quality. Again, a cover letter and a return envelope was included in the mailing. A reminder mailing to these individuals was also undertaken about 45 days after the initial mailing.

Data analysis

A total of 345 surveys were returned from the doctoral program faculty, for a return rate of approximately 35%. [4] A total of 114 surveys were returned from the faculty who did not teach in doctoral programs, for a return rate of approximately 18%. A total of 38 of the self-identified experts returned their surveys, yielding a 84% rate. As several of the surveys were returned in not fully complete form, total numbers of individuals rating each specialty vary. One of the self-identified experts returned a survey that was not complete.

We analyzed the data from the "top five" study by calculating the percentage of the total number of respondents placing each program in the top five of each specialty. Because we were concerned about the low return rate for faculty who did not teach in doctoral programs, we correlated the percentages generated by that sample with those produced by the group of respondents who taught in doctoral programs. As these correlation coefficients ranged between .73 (for Communication Education) and .97 (for Rhetoric), we concluded that we could safely combine the samples. The tables attached to this report, then, were compiled from all of the surveys that were returned.

Because the journalism programs were not included, therefore producing results that reflected the omission of a significant number of programs, we chose not to analyze

the data for the specialty in Mass Communication Research. We believed that any such omissions in the area of Critical-Cultural/Media Studies were less serious in nature, so we have reported the results of that analysis here. Nevertheless, it is possible that some journalism programs who offer this doctoral specialty were left out of the study.

The data for the self-identified experts were analyzed by finding the mean quartile ranking for each program in each specialty (standard deviations are not reported but are available upon request from the SCA National Office). We correlated these means with the percentage of individuals who put each program in the "top five" in the original study. Those correlation coefficients ranged from $-.77$ (for both Rhetoric and Organizational Communication) to $-.93$ (for Communication Education). From these coefficients, we conclude that there was substantial consistency between the way in which the faculty respondents saw the reputations of the programs and the way the self-identified experts saw those reputations, despite the fact that each group completed the survey in a different way. Where variations occur they may do so because of changes in the programs being rated. For example, the Rhetoric and Communication department at Temple University has been substantially restructured.

The Tables

In the tables that follow, the programs are arranged in the order in which they were mentioned as being in the "top five" in the initial study. The data for the self-identified experts appear for each institution in the right hand columns, along with the rank each program received from the expert group. There is also a summary table, where each program is listed, along with the specialties on which that program was rated. The numbers in each cell indicate the highest quartile in which that program was rated for that specialty; if the two studies disagreed there is an asterisk after the quartile number. **[5]**

Only four programs were undisputedly placed in the top quartile for each of the specialties in which they were rated. Three of those programs were rated on only one specialty: the University of California, Berkeley was rated in Rhetoric; Stanford University was rated in Applied Communication; and West Virginia University was rated in Communication Education.

Northwestern University's Communication Studies department was rated in the top quartile in three specialties: Communication Theory and Research, Rhetoric, and Applied Communication.

Six other programs received all first quartile rankings from at least one of the two rater groups.

These programs were: the University of Colorado, Boulder (Communication Theory and Research, Organizational Communication); Michigan State University's Communication department (Communication Theory and Research, Organizational Communication, Applied Communication, and Intercultural Communication); the University of Pennsylvania's Annenberg School for Communication (Communication Theory and Research, Critical-Cultural/Media Studies, and Applied Communication); the University of Southern California's newly restructured Annenberg School of Communication (Communication Theory and Research, Rhetoric, Organizational Communication, Critical-Cultural/Media Studies, Applied Communication, and

Intercultural Communication), the University of Texas, Austin's Speech Communication department (Communication Theory and Research, Rhetoric, Organizational Communication, Applied Communication, and Intercultural Communication); and the University of Wisconsin-Madison's Communication Arts department (Communication Theory and Research, Rhetoric, and Critical-Cultural/Media Studies).

Four programs were rated in the first quartile by at least one of the rater groups for all but one of their specialties. These programs were: the University of California, Santa Barbara (first quartile: Communication Theory and Research, Organizational Communication, and Intercultural Communication; second quartile: Applied Communication); the University of Illinois at Urbana-Champaign's Speech Communication department (first quartile: Communication Theory and Research, Rhetoric, and Organizational Communication; second quartile: Applied Communication); the University of Iowa (first quartile: Communication Theory and Research, Rhetoric, and Critical-Cultural/Media Studies; second quartile: Organizational Communication); and Purdue University (first quartile: Communication Theory and Research, Organizational Communication, and Applied Communication; second quartile: Rhetoric).

Conclusion

Because what is to be rated cannot be clearly defined, reputational studies by their nature will always be flawed in some manner. The current study could be faulted for combining the qualities to be rated into one category and for combining, for rating purposes, several research areas (e.g., Communication Theory and Research and Applied Communication) that might be considered distinct. Nevertheless, this study represents the first attempt in some time to produce a comprehensive ranking of communication doctoral programs within specialties and should thus prove to provide some degree of helpful information to students, faculty, and administrators. SCA is committed to producing additional studies that will provide other useful information about doctoral programs in communication. Comments on this study and suggestions for future studies are welcome.

Notes

[1] This initial group of specialties were argumentation, intercultural communication, interpersonal communication, mass communication, organizational communication, political communication, public address, rhetorical and communication theory, small group communication, telecommunications and mass media, family communication, health communication, communication education, and nonverbal communication.

[2] The eight specialties that were used in the final study were communication theory and research (including interpersonal communication, small group communication, and family communication), rhetoric, mass communication research, organizational communication, critical cultural/media studies, applied communication (including health communication and political communication), intercultural communication, and communication education.

[3] For example, initially the Board had intended for the study to be limited to Carnegie Research I Institutions. After further consideration, however, the Board agreed that any doctoral program in communication should be included. Generally those programs that were not located in Research I universities were located in universities classified as Research II institutions.

[4] We have been deliberately conservative about estimating return rate; in all likelihood not all of the surveys that were mailed to our contact people were actually distributed to faculty.

[5] Because two of the programs were rated only in Mass Communication Research, there are 66 programs listed in the summary table.

Readers who are familiar with quantitative data analysis procedures will note that we have made conservative choices in generating these results. We have chosen to present only the actual counts of those placing each program in their "top five." We did not attempt to value a number one rank any differently than a number five rank, as we believed that the sample size was too small to justify such an analysis. We chose to present the results from the self-identified expert group, even though those individuals were part of the original group who returned surveys, because the task that group was asked to undertake was substantially different from the initial task. Otherwise, we did no analysis of how the demographic variables we collected might have affected overall results. In the summary tables, we chose to work with quartiles, because while the relative placement of programs was stable in both rater groups, the actual ranks were not.

These results can be read in a variety of ways, and such was our intent. One of the Administrative Committee's stated goals for the project was to allow the largest possible number of programs to be able to claim excellence in some aspect of the communication discipline. We believe that the data collection and analysis choices we made accomplished that objective.

Special Thanks

At the time the study was conceived, the Research Board consisted of Ellen Wartella, University of Texas, Austin (Chair); Jesse G. Delia, University of Illinois at Urbana-Champaign; and Mary Anne Fitzpatrick, University of Wisconsin-Madison. During the study's course, Ed Fink, University of Maryland, College Park, replaced Delia and Isa Engleberg, Prince Georges Community College, replaced Wartella as Chair. National Office staff who were assigned to the project were Bill Eadie, Associate Director; Megan Brooks and Michelle Randall, Administrative Assistants. At a key point in the project, the Research Board also called upon the counsel of Mark Hickson, III, University of Alabama, Birmingham, Don Stacks, University of Miami, and Larry Barker, Auburn University, all of whom had conducted disciplinary reputational studies of various sorts.

NCA Doctoral Program Reputational Study (1996)

Rankings of Doctoral Programs: All Institutions, Samples and Categories

All Institutions, samples and categories	Percentage of eligible mentions (n=varies)
West Virginia University	50.85%
University of Pennsylvania - Annenberg School for Communication	44.39%
University of Texas, Austin - Speech Communication Department	37.57%
University of Wisconsin, Madison	31.79%
University of Iowa	31.21%
Stanford University	28.05%
Northwestern University - Department of Communication Studies	27.36%
University of Illinois, Urbana-Champaign - Institute of Communications Research	26.83%
Purdue University	25.96%
Michigan State University - Communication Department	25.16%
University of Illinois, Urbana-Champaign - Speech Communication Department	23.65%
University of Colorado, Boulder	21.87%
University of Texas, Austin - Department of Radio-TV-Film	25.81
Michigan State University - Mass Media Ph.D. Program	22.32%
University of Southern California - Annenberg School For Communication	20.64%
Indiana University - Speech Communication Department	19.71%
Pennsylvania State University	17.70%
Northwestern University - Department of Radio-TV-Film	17.03%
University of California, Berkeley - Rhetoric Department	17.03%
University of California, Santa Barbara	15.87%
University of Utah	15.65%
Arizona State University	15.55%
University of Minnesota, Minneapolis - Speech Communication Department	15.05%
University of Oklahoma	14.55%
University of Washington	14.32%
University of Arizona	14.21%
Kent State University	13.65%
University of Kansas	13.01%
University of Maryland, College Park	12.05%
University of Hawaii, Manoa	11.60%
University of Massachusetts, Amherst	11.49%

NCA Doctoral Program Reputational Study (1996)

Rankings of Doctoral Programs: All Institutions, Samples and Categories

Indiana University - Telecommunications Department	11.35%
New York University	11.27%
Howard University	10.20%
University of California, San Diego	9.54%
University of New Mexico	9.19%
Ohio University - Interpersonal Communication Department	9.04%
Ohio State University	8.81%
University of Georgia - Speech Communication Department	8.14%
University of Georgia - College of Journalism & Mass Communication	8.10%
University of Minnesota, St. Paul - Rhetoric Department	7.43%
Ohio University - School of Telecommunications	7.10%
Southern Illinois University, Carbondale	6.91%
University of Nebraska, Lincoln	6.80%
Rutgers University	6.55%
University of Pittsburgh	6.40%
University of South Florida	6.33%
University of Kentucky	6.00%
Temple University - Mass Media & Telecommunications Department	5.84%
University of Michigan	5.48%
University of Missouri, Columbia	4.97%
Wayne State University	4.70%
Cornell University	3.66%
University at Buffalo SUNY	3.41%
Temple University - Rhetoric & Communication Department	3.03%
University of Denver	2.94%
University at Albany SUNY	2.86%
University of Alabama	2.85%
Louisiana State University	2.81%
Bowling Green State University	2.55%
Florida State University	2.39%
University of Tennessee, Knoxville	2.27%
Rensselaer Polytechnic Institute	2.06%
Washington State University	2.00%
University of Connecticut	1.59%
Oklahoma State University	1.19%
Regent University	0.34%
University of Southern Mississippi	0.32%

University	Department	Comm. Theory & Research	Rhetoric	Org. Comm.	Critical-Cultural/Media	Applied Comm.	Intercult. Comm.	Comm. Education
Alabama	Communication	3*		4	3*	3*		
Arizona	Communication	1		1*	3*	1	2	
Arizona State	Communication	1*	3	1	3	2	1	
Bowling Green	Interpersonal Comm.	4	3*	3		4	3	
California, Berkeley	Rhetoric		1					
California, San Diego	Communication	3		3	1*		1*	
California, Santa Barbara	Communication	1		1*		2	1*	
Colorado, Boulder	Communication	1*		1				
Connecticut	Communication Sciences	4		3*		4		
Cornell	Communication	4		3*		3	3	
Denver	Human Comm. Studies	3	3*	3	4	4	3	
Florida State	Communication	3	3*	3				
Georgia	Speech Communication	2	2			2	2*	
Hawaii	Communication	3*		4			1	
Howard	Human Comm. Studies		3*	4			1	
Illinois	Inst. For Comm. Research	2*			1		2	
Illinois	Speech Communication	1	1	1		2		
Indiana	Speech Communication	2	1	2		1*	3	1*
Indiana	Telecommunications				2		4	
Iowa	Communication Studies	1	1	2*	1			
Kansas	Communication Studies	1*	2	1			2	
Kent State	Communication Studies	3						2
Kentucky	Communication	2		2*	4	2	3*	
Louisiana State	Speech Communication	3	2*	3*	4	4		
Maryland, College Park	Speech Communication	2*	2	2		1		
Massachusetts, Amherst	Communication	2*	2		1*	3	2*	
Michigan State	Communication	1		1		1	1*	
Michigan State	Mass Media					2		
Minnesota, Minneapolis	Speech-Communication	2	1		2*			
Minnesota, St. Paul	Rhetoric		2*					
Missouri	Communication	3*	3	3*	3*			2*
Nebraska	Communication Studies	3*	3*	3*	4	3*		2
New Mexico	Comm. & Journalism	2*	4	2		2*	1	2*
New York U.	Culture & Communication				2			4
Northwestern	Communication Studies	1	1			1		
Northwestern	Radio-TV-Film				1	3	2*	3
Ohio U	Interpersonal Comm.	1*	3	1	3	2		
Ohio U	Telecommunications				3	3		
Ohio State	Communication	2	2		2			
Oklahoma	Communication	2		2		1*	1	1*
Oklahoma State	Speech Communication	4	4	4			4	

Pennsylvania	Annenberg School	1*			1	1		
Pennsylvania State	Speech Communication	1	1	2	2	2	2	1
Pittsburgh	Communication	4	1		3			
Purdue	Communication	1	2	1		1		
Regent	Communication	4	4	4	4	4	4	
Rensselaer Polytech. Inst.	Lang., Lit. & Comm.	4	4	3*		3*	4	4
Rutgers	Communication	3		1*				
South Florida	Communication	2*	3*	2	3	1*		
Southern California	Annenberg School	1	1*	1	1	1	1	
Southern Illinois	Speech Communication	2*	3	3	3*	3	3	2*
Southern Mississippi	Speech Communication	4	4	4				
Stanford	Communication					1		
SUNY-Albany	Communication	2*		3			3*	
SUNY-Buffalo	Communication	3		2			2*	
Temple	Mass Media & Telecomm.	4		4	2	3*	3*	
Temple	Rhetoric & Comm.	3				3		
Tennessee, Knoxville	Communications	4				4		4
Texas, Austin	Radio-TV-Film	2*			1		2	
Texas, Austin	Speech Communication	1	1	1		1*	1*	
Utah	Communication	2	2	1	1			
Washington	Speech Communication	1*	2	2	2		1	1
Wisconsin, Madison	Communication Arts	1	1*		1			
Washington State	Communication	3	4	3*		4	4	
Wayne State	Communication	4	3	3*	4	3	4	3
West Virginia	Communication							1

Rank in Category	APPLIED COMMUNICATION - Includes Health Communication, Political Communication, and Public Relations.	Number of mentions in top five	Percentage of total (n=400)	Self Identified Experts Mean Quartile	Overall Rank
1	University of Pennsylvania - Annenberg School for Communication	178	44.50%	1.61	2
2	University of Texas, Austin - Speech Communication Department	137	34.25%	2.16	15
3	Indiana University - Speech Communication Department	135	33.75%	2.45	21
4	University of Maryland, College Park	119	29.75%	1.71	3
5	Purdue University	111	27.75%	1.53	1
6	Michigan State University - Communication Department	98	24.50%	1.74	6
7	Stanford University	93	23.25%	1.79	7
8	Northwestern University - Department of Communication Studies	79	19.75%	1.71	3
8	University of Arizona	79	19.75%	1.79	7
10	University of Southern California - Annenberg School for Communication	77	19.25%	1.79	7
11	University of Oklahoma	76	19.00%	1.71	3
12	University of Illinois, Urbana-Champaign - Speech Communication Department	70	17.50%	2.08	13
13	University of Kentucky	67	16.75%	2.03	11
14	Arizona State University	66	16.50%	2.03	11
15	Michigan State University - Mass Media Ph.D. Program	55	13.75%	2.42	20
16	Ohio University - Interpersonal Communication Department	54	13.50%	2.16	15
17	Pennsylvania State University	51	12.75%	2.34	18
18	University of South Florida	46	11.50%	1.89	10
19	University of Georgia - Speech Communication Department	42	10.50%	2.37	19
20	University of California, Santa Barbara	37	9.25%	2.26	17
21	Cornell University	31	7.75%	2.76	24
22	University of New Mexico	27	6.75%	2.08	13
23	University of Massachusetts, Amherst	25	6.25%	2.89	27
24	Southern Illinois University, Carbondale	24	6.00%	2.95	29
25	Ohio University	22	5.50%	2.92	28
26	Northwestern University - Department of Radio-TV-Film	21	5.25%	2.79	25
27	Wayne State University	20	5.00%	3	30
28	Temple University - Rhetoric & Communication Department	18	4.50%	2.68	23
29	Rensselaer Polytechnic Institute	17	4.25%	3.24	35
31	University of Alabama	15	3.75%	2.63	22
31	University of Denver	15	3.75%	3.11	32
33	Louisiana State University	11	2.75%	3.13	33
33	University of Connecticut	11	2.75%	3.24	35
35	Bowling Green State University	10	2.50%	3.08	31
35	University of Tennessee, Knoxville	10	2.50%	3.39	37
37	University of Nebraska, Lincoln	8	2.00%	2.82	26
37	Washington State University	8	2.00%	3.18	34
39	Regent University	0	0	3.89	38

Rank in Category	COMMUNICATION EDUCATION	Number of mentions in top five	Percentage of total (n= 354)	Self Identified Experts Mean Quartile	Overall Rank
1	West Virginia University	180	50.85%	1.35	1
2	University of Washington	172	48.59%	1.68	3
3	Indiana University - Speech Communication Department	155	43.79%	2.22	6
4	Pennsylvania State University	151	42.66%	1.86	4
5	University of Nebraska, Lincoln	137	38.70%	1.89	5
6	University of Oklahoma	130	36.72%	1.59	2
7	Kent State University	100	28.25%	2.41	7
8	Southern Illinois University, Carbondale	88	24.86%	2.62	10
9	Northwestern University - Department of Radio-TV-Film	81	22.88%	2.95	12
10	University of Missouri, Columbia	72	20.34%	2.49	8
11	Wayne State University	66	18.64%	2.73	11
12	University of New Mexico	63	17.80%	2.49	8
13	New York University	50	14.12%	3.14	13
14	Rensselaer Polytechnic Institute	20	5.66%	3.41	15
15	University of Tennessee, Knoxville	19	5.37%	3.24	14

Rank in Category	COMMUNICATION THEORY & RESEARCH - Includes Nonverbal Communication, Family Communication, Persuasion, Interpersonal Communication, and Small Group Communication	Number of mentions in top five	Percentage of total (n= 459)	Self Identified Experts Mean Quartile	Overall Rank
1	University of Texas, Austin - Speech Communication Department	193	42.05%	1.13	2
2	University of Illinois, Urbana-Champaign - Speech Communication Department	184	40.09%	1.34	4
3	Michigan State University - Communication Department	174	37.91%	1.11	1
4	University of Wisconsin, Madison	166	36.17%	1.32	3
5	University of Arizona	139	30.28%	1.5	7
6	University of Iowa	127	27.67%	1.47	6
7	Purdue University	109	23.75%	1.37	5
8	Northwestern University - Department of Communication Studies	104	22.66%	1.5	7
9	University of California, Santa Barbara	103	22.44%	1.66	11
10	University of Pennsylvania - Annenberg School for Communication	83	18.08%	2	17
11	Pennsylvania State University	61	13.29%	1.61	10
12	Arizona State University	56	12.20%	1.92	15
13	Ohio University - Interpersonal Communication Department	51	11.11%	2.05	21
14	University of Southern California - Annenberg School for Communication	50	10.89%	1.58	9
15	Ohio State University	47	10.24%	2.03	19
16	University of Utah	44	9.59%	1.92	15
17	University of Illinois, Urbana-Champaign - Institute of Communications Research	41	8.93%	2.68	29
18	University of Kansas	40	8.71%	1.76	12
19	University of Minnesota, Minneapolis - Speech Communication Department	39	8.50%	2.16	22
20	University of Texas, Austin - Department of Radio-TV-Film	36	7.84%	3.39	50
21	University of Washington	35	7.63%	1.76	12
22	University of Colorado, Boulder	33	7.19%	1.89	14
23	Indiana University - Speech Communication Department	24	5.23%	2.34	24
23	University of Massachusetts, Amherst	24	5.23%	2.68	29
25	University of Oklahoma	22	4.79%	2	17
26	University of Kentucky	19	4.14%	2.03	19
27	University of Georgia - Speech Communication Department	17	3.70%	2.26	23
28	Southern Illinois University, Carbondale	15	3.27%	2.89	37
29	Rutgers University	14	3.05%	2.71	31
29	University of South Florida	14	3.05%	2.5	25
31	Kent State University	11	2.40%	2.76	32
31	Washington State University	11	2.40%	2.95	38
33	Florida State University	10	2.18%	2.97	39
33	Louisiana State University	10	2.18%	3.03	41
33	University at Albany SUNY	10	2.18%	2.66	27
36	Temple University - Rhetoric & Communication Department	8	1.74%	2.79	35
36	University of Alabama	8	1.74%	3.34	49
36	University of Maryland, College Park	8	1.74%	2.66	27
36	University of California, San Diego	8	1.74%	2.87	35
40	University of Denver	7	1.53%	3	40
40	University of Hawaii	7	1.53%	3.32	47
42	University at Buffalo SUNY	6	1.31%	2.76	32
42	University of New Mexico	6	1.31%	2.61	26
44	Bowling Green State University	5	1.09%	3.26	46
44	Wayne State University	5	1.09%	3.03	41
46	University of Missouri, Columbia	4	0.87%	2.79	35
46	University of Nebraska, Lincoln	4	0.87%	3.63	53
46	University of Tennessee, Knoxville	4	0.87%	3.13	45
49	Cornell University	3	0.65%	3.45	51
49	Rensselaer Polytechnic Institute	3	0.65%	3.66	54
49	University of Pittsburgh	3	0.65%	3.05	43
52	Oklahoma State University	2	0.44%	3.61	52
52	Temple University - Mass Media & Telecommunications	2	0.44%	3.79	55
52	University of Connecticut	2	0.44%	3.11	44
55	Regent University	1	0.22%	3.97	56
56	University of Southern Mississippi	0	0	3.32	47

Rank in Category	CRITICAL-CULTURAL/MEDIA STUDIES	Number of mentions in top five	Percentage of total (n= 406)	Self Identified Experts Mean Quartile	Overall Rank
1	University of Pennsylvania - Annenberg School for Communication	225	55.42%	1.53	5
2	University of Illinois, Urbana-Champaign - Institute of Communications Research	209	51.48%	1.47	3
3	University of Texas, Austin - Department of Radio-TV-Film	162	39.90%	1.5	4
4	University of Iowa	158	38.92%	1.21	1
5	University of Wisconsin, Madison	119	29.31%	1.82	7
6	Northwestern University - Department of Radio-TV-Film	111	27.34%	1.37	2
7	University of Southern California - Annenberg School for Communication	101	24.88%	1.82	7
8	University of Massachusetts, Amherst	100	24.63%	2.16	13
9	University of Utah	98	24.14%	1.95	9
10	University of California, San Diego	69	17.00%	1.79	6
11	New York University	63	15.52%	2.13	12
12	Indiana University - Telecommunications Department	48	11.82%	2.08	10
12	Temple University - Mass Media & Telecommunications Department	48	11.82%	2.11	11
14	University of Georgia - Speech Communication Department	42	10.34%	2.5	18
15	Ohio State University	34	8.37%	2.29	14
15	Pennsylvania State University	34	8.37%	2.42	16
17	University of Washington	32	7.88%	2.32	15
18	Ohio University - School of Telecommunications	29	7.14%	2.58	19
18	University of Minnesota, Minneapolis - Speech Communication Department	29	7.14%	2.47	17
20	Arizona State University	20	4.93%	2.63	20
21	University of Pittsburgh	20	4.93%	2.74	21
22	University of South Florida	19	4.68%	2.74	21
23	Ohio University - Interpersonal Communication Department	11	2.71%	3.03	25
23	University of Alabama	11	2.71%	3.24	29
23	University of Missouri	11	2.71%	3.08	28
26	Southern Illinois University, Carbondale	10	2.46%	2.79	23
26	University of Arizona	10	2.46%	2.79	23
26	Wayne State University	10	2.46%	3.29	30
29	University of Kentucky	9	2.22%	3.03	25
30	Louisiana State University	7	1.72%	3.05	27
31	University of Nebraska, Lincoln	5	1.23%	3.58	32
32	University of Denver	4	0.99%	3.42	31
33	Regent University	2	0.49%	4	33

Rank in Category	INTERCULTURAL COMMUNICATION	Number of mentions in top five	Percentage of total (n= 381)	Self Identified Experts Mean Quartile	Overall Rank
1	Arizona State University	156	40.94%	1.5	2
2	University of Hawaii, Manoa	136	35.69%	1.76	5
3	Howard University	135	35.43%	1.68	4
3	University of New Mexico	135	35.43%	1.47	1
5	University of Texas, Austin - Speech Communication Department	99	25.98%	2	11
6	University of Oklahoma	84	22.05%	1.76	5
7	University of Washington	83	21.78%	1.79	8
8	University of California, Santa Barbara	82	21.52%	1.76	5
9	University of California, San Diego	77	20.21%	1.89	10
10	University of Southern California - Annenberg School for Communication	75	19.69%	1.5	2
11	University of Arizona	70	18.37%	2.08	12
12	Michigan State University - Communication Department	60	15.75%	1.79	8
13	University of Illinois, Urbana-Champaign - Institute of Communications Research	55	14.44%	2.29	13
14	University of Massachusetts, Amherst	53	13.91%	2.71	21
15	University of Kansas	48	12.60%	2.29	13
16	University of Texas, Austin - Department of Radio-TV-Film	43	11.29%	2.53	18
17	Pennsylvania State University	33	8.66%	2.32	15
18	Northwestern University - Department of Radio-TV-Film	31	8.14%	2.68	20
19	University of Denver	25	6.56%	2.82	23
20	Indiana University - Speech Communication Department	20	5.25%	2.63	19
20	Southern Illinois University, Carbondale	20	5.25%	2.89	25
20	University at Buffalo SUNY	20	5.25%	2.5	17
23	Bowling Green State University	19	4.99%	2.87	24
23	Cornell University	19	4.99%	2.95	26
23	University of Kentucky	19	4.99%	3.32	32
26	Temple University - Mass Media & Telecommunications Department	18	4.72%	3.13	29
27	Wayne State University	16	4.20%	3.18	31
28	University at Albany SUNY	14	3.67%	2.79	22
29	Washington State University	13	3.41%	3.08	28
30	Indiana University - Telecommunications Department	11	2.89%	2.97	27
31	University of Georgia - Speech Communication Department	9	2.36%	2.42	16
32	Oklahoma State University	8	2.10%	3.16	30
33	Rensselaer Polytechnic Institute	4	1.05%	3.66	33
34	Regent University	2	0.52%	3.82	34

Rank in Category	ORGANIZATIONAL COMMUNICATION	Number of mentions in top five	Percentage of total (n= 419)	Self Identified Experts Mean Quartile	Overall Rank
1	Purdue University	268	63.96%	1.29	1
2	University of Texas, Austin - Speech Communication Department	187	44.63%	1.32	3
3	University of Colorado, Boulder	159	37.95%	1.66	6
4	Michigan State University - Communication Department	144	34.37%	1.29	1
5	University of Southern California - Annenberg School for Communication	128	30.55%	1.55	4
6	University of Utah	94	22.43%	1.71	7
7	University of Illinois, Urbana-Champaign - Speech Communication Department	87	20.76%	1.84	10
8	University of Kansas	76	18.14%	1.74	8
9	Arizona State University	74	17.66%	1.79	9
10	Rutgers University	62	14.80%	2	14
11	Ohio University - Interpersonal Communication Department	57	13.60%	1.61	5
12	University of California, Santa Barbara	56	13.37%	1.89	11
13	Pennsylvania State University	49	11.69%	2	14
14	University of Arizona	43	10.26%	1.89	11
15	University of South Florida	40	9.54%	2.13	17
16	University of Iowa	32	7.64%	2.74	26
17	Indiana University - Speech Communication Department	29	6.92%	2.58	22
17	University of Oklahoma	29	6.92%	1.95	13
19	University at Buffalo SUNY	28	6.68%	2.13	17
20	University of Maryland, College Park	27	6.44%	2.05	16
21	University of Washington	26	6.21%	2.29	20
22	University of New Mexico	22	5.25%	2.42	21
23	University of Denver	20	4.77%	2.89	27
24	Southern Illinois University, Carbondale	17	4.06%	2.95	30
25	Wayne State University	16	3.82%	3.16	35
26	Cornell University	15	3.58%	3.05	33
27	University of California, San Diego	13	3.10%	2.92	29
27	University of Kentucky	13	3.10%	2.24	19
29	Florida State University	12	2.86%	2.61	23
29	University at Albany SUNY	12	2.86%	2.61	23
31	University of Connecticut	10	2.39%	3.08	34
32	Bowling Green State University	9	2.15%	2.89	27
32	University of Missouri, Columbia	9	2.15%	3.18	36
32	Washington State University	9	2.15%	3.39	38
35	Oklahoma State University	8	1.91%	3.39	38
35	Temple University - Mass Media & Telecommunications Department	8	1.91%	3.47	41
35	University of Nebraska, Lincoln	8	1.91%	2.68	25
38	Howard University	7	1.67%	3.47	41
38	University of Alabama	7	1.67%	3.24	37
40	Rensselaer Polytechnic Institute	3	0.72%	3.03	31
40	University of Hawaii, Manoa	3	0.72%	3.34	40
42	Louisiana State University	2	0.48%	3.03	31
43	Regent University	1	0.24%	3.87	44
43	University of Southern Mississippi	1	0.24%	3.5	43

Rank in Category	RHETORIC - Includes Rhetorical Theory, Rhetorical Criticism, and History of Rhetoric	Number of mentions in top five	Percentage of total (n= 417)	Self Identified Experts Mean Quartile	Overall Rank
1	University of Iowa	281	67.39%	1.13	1
2	Northwestern University - Department of Communication Studies	237	56.83%	1.13	1
3	University of Texas, Austin - Speech Communication Department	164	39.33%	1.38	5
4	Pennsylvania State University	137	32.85%	1.31	3
5	University of Illinois, Urbana-Champaign - Speech Communication Department	132	31.65%	1.49	6
6	Indiana University - Speech Communication Department	116	27.82%	1.36	4
7	University of Minnesota, Minneapolis - Speech Communication Department	115	27.58%	1.64	7
8	University of Wisconsin, Madison	93	22.30%	2.21	16
9	University of California, Berkeley - Rhetoric Department	71	17.03%	1.77	10
10	University of Southern California - Annenberg School for Communication	50	11.99%	1.67	8
11	University of Pittsburgh	49	11.75%	1.67	8
12	University of Georgia - Speech Department	48	11.51%	1.9	11
13	University of Kansas	44	10.55%	2.15	14
13	University of Utah	44	10.55%	2.03	12
13	University of Washington	44	10.55%	2.05	13
16	Purdue University	41	9.83%	2.21	16
17	University of Massachusetts, Amherst	35	8.39%	2.28	19
18	Ohio State University	32	7.67%	2.38	20
19	University of Minnesota, St. Paul - Rhetoric Department	31	7.43%	2.77	23
19	University of Maryland, College Park	31	7.43%	2.18	15
21	Louisiana State University	28	6.71%	2.26	18
22	Southern Illinois University, Carbondale	23	5.52%	2.49	21
23	Ohio University - Interpersonal Communication Department	17	4.08%	2.77	23
24	Wayne State University	15	3.60%	3.03	28
25	Howard University	14	3.36%	3.56	35
26	Arizona State University	13	3.12%	3	26
27	Bowling Green State University	12	2.88%	3.38	34
28	Florida State University	10	2.40%	3.36	31
29	University of Missouri, Columbia	7	1.68%	2.97	25
30	University of Denver	6	1.44%	3.1	29
31	University of Nebraska, Lincoln	5	1.20%	2.64	22
32	University of New Mexico	4	0.96%	3.18	30
32	University of South Florida	4	0.96%	3	26
34	Rensselaer Polytechnic Institute	3	0.72%	3.56	35
34	Washington State University	3	0.72%	3.36	31
36	Oklahoma State University	2	0.48%	3.56	35
36	University of Southern Mississippi	2	0.48%	3.36	31
38	Regent University	1	0.24%	3.97	38