Background Information

Objectives

- Summary of Åbo Akademi’s media publicity in Q3 2016

Åbo Akademi

- Geographical breakdown by continent and country
- Media publicity and press spikes
- Top editorial media sources
- Themes and highlights

University comparison

- Finnish universities in global media

Sources

- 230 000 global editorial sources
- Newspapers, press releases, news desks, financial medias, professional magazines and eTV & eRadio

Search words

- Åbo Akademi
- University of Helsinki, Aalto University, University of Tampere, University of Turku, University of Eastern Finland, University of Vaasa, University of Oulu, University of Lapland

Time range

Åbo Akademi

Geographical breakdown of media publicity Q3 2016

- Total 567 (Q2:629) mentions in Finnish media.
- 149 (108) global mentions.
- Majority of the media publicity came from Europe (>85%).
- Most of the mentions came from Finland, United States and Sweden.
• **716** mentions altogether during Q3 2016, which is **21** mentions less compared to previous quarter with **737** mentions.

• Last year during the third quarter Åbo Akademi gained total **692** mentions, which is **24** mentions less than during Q3 2016.

• The biggest news themes during Q3 2016 were about ÅA plans to move pedagogical studies from Pietarsaari to Vaasa and about language barometer, according to which the majority of Swedish speaking Finns have felt being discriminated.
AA mentioned in articles about EIT Digital launching IoT course on Coursera.

QS World University Rankings in which AA was among the 550 best universities in the world;

Wärtsilä to donate EUR 1.3 million to Finnish universities.

According to Åbo Akademi’s research, there is no reliable evidence of the benefits of training one’s work memory;

Discussion about wk 33 theme.

AA plans to move pedagogical studies from Pietarsaari to Vaasa.

AA’s and Ministry of Justice’s language barometer: Majority of Swedish speaking Finns have felt being discriminated due to their language.

Pietarsaari ready to invest in AA’s kindergarten teaching.

AA decides to move pedagogical studies to Vaasa.
Top editorial publications Q3 2016

<table>
<thead>
<tr>
<th>TOP</th>
<th>Media</th>
<th>July</th>
<th>August</th>
<th>September</th>
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<tr>
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</table>

- Top medias were Yle Svenska, Österbottens Tidning, Vasabladet, Åbo Underrättelser and Aamuset that covered total 249 news (35%).
- Åbo Akademi was mentioned in 233 (Q2:174) different editorial publications.
Themes cloud Q3 2016

Themes cloud illustrates the most common words occurring in media.
Suurin osa ruotsinkielisistä kokenut syrjintää

Suuri osa kalskielisissä kunnissa asuvista ruotsinkielistä kokee joutuneensa häirinnä tai syrjinnän kohteeksi kielensä vuoksi, selvittää oikeusministeriön ja Åbo Akademin Kielitarmo.

Ruoinkielistä vastaajista lähis. 45 prosenttia koko joutuneensa kielensä vuoksi häirintää tai syrjintää. Suomenkieliset vastaavassa kertoi kokonaismassa runsassa viidessä.

Muistiharjoitukset eivät juuri kehitä muistelmaa – ”Kapaiseet on aika lailla se mikä on”

Tytönäنتä joutunut keskustelun ottelujen ja aikuisuuden mukaisesti suoosen kasvaa. Työnhakijoiden painostus kuitenkin ulottuu myös nuorille, että olen toimivat yhteydessä tietueiden tukemiseen, joiden sillä ne ovat ollut jyrkkä paino.

Jako: 26.5.2016 61 jakoa

EIT Digital Launches Internet of Things Course on Coursera

EIT Digital, the leading European digital innovation and entrepreneurial education organization, has launched an Internet of Things (IoT) course on the online learning platform Coursera. This is the third Massive Open Online Course (MOOC) EIT Digital has placed on Coursera, as part of a planned programme of over fifteen courses due to be published this year.

EIT Digital introduced the Software Architecture for the Internet of Things MOOC, which was developed in cooperation with Monty. The course is also employed in an innovative ‘flipped classroom’ approach. In a flipped classroom, students watch online lectures at home, and engage in concepts in the classroom with the guidance of a mentor, which is quite the flipped or opposite situation of ‘regular’ on campus courses. The MOOC is part of a bigger online programme called ‘Internet of Things through Embedded Systems’.

EIT Digital has already offered two other courses on Coursera in cooperation with the University of Technology. These are, respectively, Development of Real Time Systems and Quantitative Formal Modelling and Worst Case Performance Analysis, which will have follow-ups published soon.

EIT Digital

Published: 23:01, Thursday, July 7, 2016

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EIT Digital launches Internet of Things (IoT) course on online learning platform Coursera

Brussels (PRWEB UK) 7 July 2016

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*This programme will provide access to the on-campus EIT Digital Master Programme in Embedded Systems for bachelor students all over the world*,” says Martin Kibbens, Online Education Activity Lead at EIT Digital. At the end of the online programme, students can get a certificate, and at the end of the blended programme (including the online part and the on-campus program) students receive the same double degree and EIT label as regular on-campus EIT Digital students. Kibbens adds that professionals and people with other degrees can join in the MOOC as well.

*EIT Digital has already offered two other courses on Coursera in cooperation with the University of Technology. These are, respectively, Development of Real Time Systems and Quantitative Formal Modelling and Worst Case Performance Analysis, which will have follow-ups published soon.*
Åbo Akademi
Themes and highlights Q3 2016

Åbo akademi planerar en flyt av barnpedagogiskutbildningen från Jakobstad till Vasa år 2018.

Wärtsilä will donate EUR 1.3 million to Finnish universities

Wärtsilä will donate a total of EUR 1,300,000 to Finnish universities between 2016–2017. Wärtsilä wishes to support Finnish technology education and this way participate in promoting research in Finnish universities and strengthening Finland’s global competitiveness, the company said in its press release.

Aalto University’s schools of technology will receive a significant share of the donation. Aalto is a multidisciplinary university that offers studies in business and art in addition to technology.

Also University of Vaasa, University of Helsinki, Åbo Akademi and Hanken School of Economics are among the donation recipients.
All the Universities in question gained total 15,237 (Q2: 18,904) mentions during the third quarter of the year.

Globally the most visible of the Finnish universities was the University of Helsinki with 4,014 (4,896) mentions, second was the University of Turku with 2,682 (3,275) mentions and the third was Aalto University with 2,053 (3,304) media mentions, respectively.

Åbo Akademi was 7th with 716 (737) hits.
Åbo Akademi

Summary

• Åbo Akademi was mentioned in global digital media 716 (737) times altogether. Total 567 news were from Finnish media.

• Compared to the other Finnish universities Åbo Akademi was the 7th most visible University by the volume of global media publicity.

• Åbo Akademi gained visibility mainly due to ÅA plans to move pedagogical studies from Pietarsaari to Vaasa. News about the majority of Swedish speaking Finns having felt discriminated generated the biggest press spike of the quarter.

• Top medias were Yle Svenska, Österbottens Tidning, Vasabladet, Åbo Underrättelser and Aamuset that covered total 249 news and 35 % of all media publications in question.
Thank you!

More information:

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