Background Information

Objectives
- Summary of Åbo Akademi’s media publicity in Q4 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
Geographical breakdown of media publicity Q4 2016

- Total 777 (Q3:567) mentions in Finnish media.
- 113 (149) global mentions.
- Majority of the media publicity came from Europe (<95%).
- Most of the mentions came from Finland, Sweden and United States.
• **888** mentions altogether during Q4 2016, which is **172** mentions more compared to previous quarter with **716** mentions.

• Last year during the last quarter Åbo Akademi gained total **1073** mentions, which is **185** mentions more than during Q4 2016.

• The biggest news themes during Q4 2016 were about professors, who were commenting the government’s activities.
Åbo Akademi

Weekly media publicity and press spikes Q4 2016

- ÅA Professor Alf Rehn criticized government for cutting student allowance.
- Neste to donate EUR 1.5 million to Finnish universities.
- According to University of Turku’s and Åbo Akademi’s research, long-term relationships may reduce women’s sex drive.
- Swedish Hemsö acquires Academill from ÅA.
- Rolls-Royce and VTT forms a strategic partnership to develop smart ships. ÅA is part of this partnership.
- ÅA Professor Göran Djupsund demands that the government should step down.
### Top editorial publications Q4 2016

*Top medias were Yle Svenska, Vasabladet, Åbo Underrättelser and Turun Sanomat that covered total 229 news (26%).*

*Åbo Akademi was mentioned in 226 (Q3:233) different editorial publications.*

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<th>November</th>
<th>December</th>
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Themes cloud illustrates the most common words occurring in media.
**Professori: Hallituksen tulisi ehkä siirryä syrjään**


Åbo Akademin valtio-opin professori Göran Djupsund sanoo STT:lle, että hallituksen tulisi ehkä siirryä syrjään.
ÅA- och TY-forskare: Kvinnors sexlust kan minska i långa förhållanden

08:42, 10 november, 2016

Svenska fastighetsbolaget Hemsö köper Academill. Foto: Jussi Mänttä

Svenskt fastighetsbolag köper Academill

Lenn Övrigaörd - 17.11.2010 10:37, UPPDATERA 17.11.2016 11:00

Hemsö har köpt universitetsfastigheten Academill av Stiftelsen för Åbo Akademi och Harry Schaumans stiftelse.
All the Universities in question gained total **21 505** (Q3:15 237) mentions during the last quarter of the year 2016.

Globally the most visible of the Finnish universities was the University of Helsinki with **4 654** (4 014) mentions, second was Aalto University with **4 150** (2 053) mentions and the third was the University of Turku with **3 871** (2 682) media mentions, respectively.

Åbo Akademi was 7th with **888** (716) hits.
• Åbo Akademi was mentioned in global digital media 888 (716) times altogether. Total 777 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.

• Professor Göran Djupsunds comments about government generated the biggest press spike of the quarter.

• Top medias were Yle Svenska, Vasabladet, Åbo Underrättelser and Turun Sanomat that covered total 229 news and 26% of all media publications in question.
Thank you!

More information:

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