Background Information

Objective

Summary of Åbo Akademi’s media publicity in Q1 2017

Sources

Digital media database consists of over 230,000 global sources: newspapers, press releases, news agents, eTV & eRadio, industry pages, professional magazines and blogs, tenders, public sectors and public procurement notices

Keywords

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

Time period

1.1.-31.3.2017
Åbo Akademi Q1 2017

Geographical Breakdown of Media Publicity

- Åbo Akademi was mentioned **1064** times in **30** countries during Q1 2017.
- **814** (Q4: 777) of the media publicity came from Finnish media and **250** (Q4: 113) from global media.
- Top Countries were Finland, Sweden and the United States, which covered **92%** of the whole media coverage.
- **94%** of the coverage came from Europe.
Åbo Akademi Q1 2017

Development of Media Publicity Q1 2016 – Q1 2017

- 1064 mentions all together, which is 20% more than in previous quarter (Q4: 888).

- In Q1 2016 Åbo Akademi was mentioned 583 times, which is 481 hits less than in Q1 2017.

- Åbo Akademi’s researchers were quoted a lot on different topics. Most publicity came from articles with political context.

- Åbo Akademi’s research results were mentioned widely.

- The most publicity came from the results of a research that investigated what age preferences men and women have in the age of their sexual partners. The results were presented in over 50 articles and it gained a lot of exposure in Finnish and Swedish media.
Articles about ÅA’s research about men and women’s preferences on sexual partners’ age in Swedish media

Timo Soini steps down from the position as the chairman of the Finns Party and ÅA’s professors were quoted on the articles

Santeri Kiviluoto (MSc from ÅA) appointed as FIT Biotech’s new Chief Scientific Officer

Articles about ÅA’s research about men and women’s preferences on sexual partners’ age; Antton Rönnholm (alumnus of ÅA) was appointed as Party Secretary of SDP

ÅA’s professor Göran Djupsund was quoted on articles on PM Sipilä’s new proposals
Åbo Akademi Q1 2017

Top Media

<table>
<thead>
<tr>
<th>TOP</th>
<th>Media</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>Total</th>
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<tr>
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<tr>
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<td>Vasabladet</td>
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- Åbo Akademi was mentioned in 262 different media publications in Q1 (Q4: 226)
- The top media were Yle Svenska, Turun Sanomat and Vasabladet and they covered 22% of total coverage
- Yle Svenska covered 13% of total coverage
- Åbo Akademi and University of Turku were excluded from the top 15
Män föredrar äldre kvinnor - också

INRIKES sön 19 feb 2017

FORSKNING. Både myten och vetenskapen säger att många män föredrar yngre kvinnor. Men det är en sanning med modifikation, visar ny forskning.

Ett antal vetenskapliga studier har genom åren visat att medelålders män gärna vill ha sex med kvinnor som är betydligt yngre än de själva.

Men nu visar forskning att det är en sanning med modifikation. Visst, medelåldersmannen är intresserad av yngre kvinnor, men han kan lika gärna tänka sig att ha sex med en kvinna i samma ålder som han själv.

I ett försök att syna de manliga preferenserna i sömmarna har forskare vid Åbo Akademi i Finland frågat 2 655 kvinnor och män i åldrarna 18 till 50 år. Bland deltagarna fanns såväl bi-, homo- som heterosexuella.
Appointment to FIT Biotech’s Management Team

The Board of Directors of the Finnish biotechnology company FIT Biotech Oy ("Company") today announced the appointment of Santeri Kiviluoto, PhD, as the Company’s new Chief Scientific Officer. He will assume his duties effective May 1, 2017 as a VP, member of the management team.

Dr. Kiviluoto is an experienced scientist with high academic credentials. He brings a wealth of technological and business knowhow to the company. During his career, he has conducted research on biomarker discovery and setting up a genome editing pipeline. As a postdoctoral scientist at Yale University, he was engaged in cutting-edge genetics research and has published, e.g., in Nature Communications. In addition, Dr. Kiviluoto has been involved with biomedical business development in the United States and Europe, and has further been educated in investment management and the biopharmaceutical business while at Yale University.
All the universities in question gained total 25,849 mentions during Q1 2017 (Q4: 21,505)

University of Jyväskylä was added to the chart starting Q1 2017. It was closest to Åbo Akademi in terms of mentions with 1,076 hits (ÅA: 1,064)

Globally the most visible of the Finnish universities was University of Helsinki with 7,893 mentions, the second was University of Turku with 4,105 mentions and third University of Eastern Finland with 3,247

Aalto University dropped from second place to fourth with 2,734 mentions

Åbo Akademi was 8th and dropped one place because University of Jyväskylä was added to the chart
• Åbo Akademi was mentioned 1064 times in global press during Q1 2017 and 814 mentions came from Finnish media.

• Top media were Yle Svenska, Turun Sanomat and Vasabladet and they covered 22% of the total media coverage

• Compared to the other Finnish universities Åbo Akademi was 8th most visible university in global media publicity

• The biggest press spikes of the quarter were the results of a research that investigated what age preferences men and women have in the age of their sexual partners. The results were presented widely in Finnish and Swedish media

• In addition Åbo Akademi’s researchers were quoted on variety of articles. Especially Kimmo Grönlund and Göran Djupsund had a lot of media exposure in Q1
Thank you!

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