Title: College Rankings: Authentic Approach Beyond the Method
Presenter: KC Young, Pasadena City College
Mentor: Shane Underwood

In an oversaturated world of options, the process of evaluating and comparing quality has become overwhelming. With the methodological operation of rankings, measuring value has become easier through numerical orderings, where readers are visually guided by its inherent hierarchical structure to the leading good or service. This paper centralizes around the annual publication of the US News rankings of the "Best Colleges" and the problem this social operation poses as an influential framework in the college selection process. This rankings methodology employs only fifteen measures of academic success, such as SAT scores and graduation rates, from over 1,800 universities to generate a listing of the "best" this nation has to offer. Yet with only statistical measures of quality this method lacks the ability to appropriate individualistic strengths of each of the universities. This social operation drives competition to achieve the reputational status of being titled number one or the best, thus illustrating a natural sciences attempt to standardize the definitions of the best colleges. Such concepts as Nietzsche's will to power and Heidegger's fallenness revealed a perceived authoritative phenomena influencing these human actions and behaviors by means of valuation structures. This paper utilizes a phenomenologically psychological understanding to reveal the natural sciences quantitative approach of the ranking system as a projection from a fallen framework and a will to power.

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