Commentary

Social media impact factor: the top ten dermatology journals on Facebook and Twitter

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Abstract

Academic journals are mainly rated according to their impact factors. However, considering the enormous worldwide impact of social media, journals and potential authors may want to take social media impact into account.

Key words: dermatology; Facebook; Twitter; social media; impact factor

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>IF</td>
<td>impact factor</td>
</tr>
<tr>
<td>JAMA</td>
<td>Journal of the American Medical Association</td>
</tr>
</tbody>
</table>

Introduction

An astounding 728 million persons view over 24 billion page views on Facebook daily making it the second most popular website in both the world and the United States [1, 2]. Following closely behind, Twitter has risen to the ninth most visited website in the world with over 39 million users viewing 253 million Twitter page views daily [3, 4]. Although academic authors routinely appraise journal impact factors when determining where to submit their manuscripts, they may now also consider journal social media impact.
We examined dermatology journal presence on social media. We searched Facebook and Twitter for 100 dermatology journals found in the journal database SCImago on 5/30/12 [5]. The following search criteria were used: subject area “medicine,” subject category “dermatology,” country “all,” year “2012,” organize by “SJR,” display journals with at least “0 citable docs (3 years).” We also searched an additional five popular dermatology journals not listed in SciMago for various reasons including: journal name change within the past three years (JAMA dermatology), creation within the past three years (Journal of Clinical and Experimental Dermatology Research), and trade journal (Journal of Dermatology Nurses’ Association, Dermatology Times, Practical Dermatology). Our tables below present the ten dermatology journals with the most likes on Facebook and the most followers on Twitter. Facebook like and twitter follower numbers were updated on 12/12/13 for this subset of the most active dermatology journals on social media. Data are presented alongside Web of Science ISI impact factors (IFs) and SciMago dermatology journal rankings.

Five journals were on the top ten for both Facebook likes and Twitter followers: Cutis, JAMA Dermatology, Journal of Clinical and Experimental Dermatology Research, Journal of Dermatology Nurses’ Association, and Practical Dermatology. The Journal of Investigative Dermatology (6736) and Dermatology Times (7504) had the greatest absolute numbers of Facebook likes and Twitter followers on 12/12/13. The Journal of Investigative Dermatology also had the greatest percent increase in Facebook likes (12,474%) whereas Cutis had the greatest percent increase in Twitter followers (520%) from 5/30/12 to 12/12/13. All top ten dermatology journals experienced a minimum of a 100% increase in Facebook likes or Twitter followers over the 18 months studied. More top ten dermatology journals on Facebook had IFs than those on Twitter (5 of 10 vs. 3 of 10) and of those with IFs, average IFs were higher for the journals popular on Facebook (average IF of 7.7 versus 3.0 for Facebook and Twitter, respectively). Average SCImago journal rankings were also lower for the journals popular on Facebook (average rank of 33.7 versus 48.4).

Our data suggest modest but increasing use of social media for major dermatology journals. Traditional measures of journal reputation such as impact factor and SCImago journal rank are still widely used. However, it is impossible to ignore the combined users of Facebook and Twitter, which make up over one third of the world’s population [1,4]. Further investigation is necessary to understand individual contributions of marketing campaigns versus true readership to a journal’s social media growth. Nevertheless, this unprecedented social media presence and the results of our study provide evidence that authors should also consider a journal’s social media impact when considering manuscript publication.

References


Appendices

Table 1: Top ten dermatology journals with the most Facebook likes (arranged in order of decreasing Facebook likes on 12/12/13)

<table>
<thead>
<tr>
<th>Journal</th>
<th># of likes 12/12/13</th>
<th># of likes 5/30/12</th>
<th>% increase in likes from 12/12/13 to 5/30/12</th>
<th>ISI impact factor</th>
<th>SciMago dermatology journal rank</th>
<th>Date joined Facebook</th>
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<th>% increase in likes from 12/12/13 to 5/30/12</th>
<th>ISI impact factor</th>
<th>SciMago dermatology journal rank</th>
<th>Date joined Facebook</th>
</tr>
</thead>
</table>
Table 1: Top 10 dermatology journals with the most Twitter followers (arranged in order of decreasing Twitter followers on 12/12/13)

<table>
<thead>
<tr>
<th>Journal</th>
<th># of followers 12/12/13</th>
<th># of followers 5/30/12</th>
<th>% increase in followers (15/30/12 to 12/12/13)</th>
<th>ISI impact factor</th>
<th>SCImago dermatology journal rank</th>
<th>Date joined Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Investigative Dermatology</td>
<td>6736</td>
<td>54</td>
<td>12,474%</td>
<td>6.193</td>
<td>1</td>
<td>4/12/12</td>
</tr>
<tr>
<td>Journal of the American Academy of Dermatology</td>
<td>5610</td>
<td>1747</td>
<td>321%</td>
<td>4.906</td>
<td>4</td>
<td>5/31/12</td>
</tr>
<tr>
<td>JAMA Dermatology (formerly Archives of Dermatology)</td>
<td>1992</td>
<td>716</td>
<td>278%</td>
<td>4.792</td>
<td>N/A</td>
<td>7/8/09</td>
</tr>
<tr>
<td>American Journal of Clinical Dermatology</td>
<td>900</td>
<td>109</td>
<td>826%</td>
<td>1.844</td>
<td>18</td>
<td>6/9/11</td>
</tr>
<tr>
<td>Journal of Clinical and Experimental Dermatology Research</td>
<td>841</td>
<td>589</td>
<td>143%</td>
<td>N/A</td>
<td>N/A</td>
<td>3/18/11</td>
</tr>
<tr>
<td>Cosmetic Dermatology</td>
<td>787</td>
<td>227</td>
<td>347%</td>
<td>N/A</td>
<td>75</td>
<td>6/25/10</td>
</tr>
<tr>
<td>Journal of Dermatology Nurses’ Association</td>
<td>498</td>
<td>266</td>
<td>187%</td>
<td>N/A</td>
<td>N/A</td>
<td>9/6/10</td>
</tr>
<tr>
<td>Cutis; cutaneous medicine for the practitioner</td>
<td>427</td>
<td>172</td>
<td>248%</td>
<td>.822</td>
<td>47</td>
<td>8/3/10</td>
</tr>
<tr>
<td>Practical Dermatology</td>
<td>344</td>
<td>92</td>
<td>374%</td>
<td>N/A</td>
<td>N/A</td>
<td>9/9/11</td>
</tr>
<tr>
<td>Indian Journal of Dermatology</td>
<td>313</td>
<td>149</td>
<td>210%</td>
<td>N/A</td>
<td>57</td>
<td>12/7/10</td>
</tr>
</tbody>
</table>

Dermatology Times 7504 3069 245% N/A N/A 7/10/09
JAMA Dermatology (formerly Archives of Dermatology) 4693 2283 206% 4.792 N/A 7/8/09
Dermatology Online Journal 2567 1488 173% N/A 56 7/28/09
Cosmetic Dermatology 1578 393 402% N/A 75 7/13/10
Journal of Dermatology Nurses’ Association 669 343 195% N/A N/A 9/22/10
Journal of Clinical and Experimental Dermatology Research 502 167 301% N/A N/A 8/9/10
Actas Dermo-Sifiliograficas 475 130 365% N/A 51 2/4/12
Practical Dermatology 341 87 392% N/A N/A 10/6/11
Cutis; cutaneous medicine for the practitioner 130 25 520% .822 47 3/23/11
Acta Dermato-Venereologica 100 81 123% 3.487 13 4/12/11