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### Authors

Karimkhani, Chante  
Gamble, Ryan  
Dellavalle, Robert P

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Commentary

**Social media impact factor: the top ten dermatology journals on facebook and twitter**

Chante Karimkhani BA<sup>1</sup>, Ryan Gamble MD<sup>2</sup>, Robert P. Dellavalle MD, PhD, MSPH<sup>2,3,4</sup>

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<sup>1</sup>Columbia University College of Physicians and Surgeons, New York, NY, USA

<sup>2</sup>Department of Dermatology, University of Colorado Denver, Aurora, CO, USA

<sup>3</sup>Department of Epidemiology, Colorado School of Public Health, Aurora, CO, USA

<sup>4</sup>Dermatology Service, Department of Veterans Affairs Medical Center, Denver, CO, USA

**Correspondence:**

Robert P. Dellavalle, MD, PhD, MSPH  
Chief, Dermatology Service  
Department of Veteran Affairs Medical Center  
1055 Clermont Street, Box 165  
Denver, CO 80220  
Tel: (303) 399-8020, ext. 2475  
Fax: (303) 393-4686  
Email: robert.dellavalle@ucdenver.edu

**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**

Acronym	Meaning
IF	impact factor
JAMA	Journal of the American Medical Association

**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 reputability 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.

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## Appendices

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

Journal	# of likes 12/12/13	# of likes 5/30/12	% increase in likes from 12/12/13 to	ISI impact factor	SciMago dermatology journal rank	Date joined Facebook

			<b>5/30/12</b>			
Journal of Investigative Dermatology	6736	54	12,474%	6.193	1	4/12/12
Journal of the American Academy of Dermatology	5610	1747	321%	4.906	4	5/31/12
JAMA Dermatology (formerly Archives of Dermatology)	1992	716	278%	4.792	N/A	7/8/09
American Journal of Clinical Dermatology	900	109	826%	1.844	18	6/9/11
Journal of Clinical and Experimental Dermatology Research	841	589	143%	N/A	N/A	3/18/11
Cosmetic Dermatology	787	227	347%	N/A	75	6/25/10
Journal of Dermatology Nurses' Association	498	266	187%	N/A	N/A	9/6/10
Cutis; cutaneous medicine for the practitioner	427	172	248%	.822	47	8/3/10
Practical Dermatology	344	92	374%	N/A	N/A	9/9/11
Indian Journal of Dermatology	313	149	210%	N/A	57	12/7/10

**Table 1: Top 10 dermatology journals with the most Twitter followers (arranged in order of decreasing Twitter followers on 12/12/13)**

<b>Journal</b>	<b># of followers 12/12/13</b>	<b># of followers 5/30/12</b>	<b>% increase in followers (15/30/12 to 12/12/13)</b>	<b>ISI impact factor</b>	<b>SCImago dermatology journal rank</b>	<b>Date joined Twitter</b>
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