

Special Report

Google Scholar Versus SSCI **An Investigative Series on CoB Faculty Research Credentials**

The recent Google Scholar Citations publications here at usmnews.net have sparked a great deal of interest among readers. One reader suggested that our reporters compare the Google Scholar citation counts to those from the *Social Sciences Citation Index*, using the EFIB as a test case. We decided to do a quick SSCI search on just the ECO side of the EFIB for convenience. Before getting to these new findings, it might be helpful to re-examine the results from the 2007 GSC counts for economics. That table is reproduced below:

2007 Google Scholar Cites in Economics

Google Scholar Citations in Economics, June 2007				
Rank	Name	Rank	GS Cites '07	% of Unit Total
1	Franklin G. Mixon	Full	308	59.2
2	Edward Nissan	Full	60	11.5
3	Mark A. Klinedinst	Full	56	10.8
4	William D. Gunther	Full	31	6.0
5	George H. Carter	Full	24	4.6
6	Sami Dakhli	Assist	13	2.5
7	Trellis G. Green	Assoc	12	2.3
8	Daniel C. Monchuk	Assist	6	1.1
9	Farooq Malik	Assist	5	1.0
	Akbar Marvasti	Assoc	5	1.0

For comparison, we provide (below) the 2007 *Social Sciences Citation Index* cites for economics:

2007 SSCI Cites in Economics

SSCI Citations in Economics, June 2007

Rank	Name	Rank	SSCI Cites '07	% of Unit Total
1	Franklin G. Mixon	Full	172	62.1
2	Edward Nissan	Full	30	10.8
3	Akbar Marvasti	Assoc	25	9.0
4	Mark A. Klinedinst	Full	19	6.9
5	Trellis G. Green	Assoc	11	4.0
6	William D. Gunther	Full	6	2.2
7	George H. Carter	Full	4	1.4
	Sami Dakhli	Assist	4	1.4
	Farooq Malik	Assist	4	1.4
9	Daniel C. Monchuk	Assist	2	0.8

Interestingly, the correlation between the GSC counts and the *SSCI* citation counts is $+.98$, while the correlation between the unit rankings generated by these two counts is $+.57$. The notable differences are:

- Akbar Marvasti jumps from 9th place (GS) to 3rd place (*SSCI*)
- Trellis Green jumps from 7th place (GS) to 5th place (*SSCI*)
- William Gunther and George Carter both fall two places – from 4th (GS) to 6th (*SSCI*) in Gunther's case, and from 5th (GS) to 7th (*SSCI*) in Carter's case.

These new numbers seem to support the earlier reports using Google Scholar citation counts. However, we did notice that the *SSCI* database goes back only to 1994, so it may miss out on citations for faculty listed above whose PhDs pre-date 1994. The post-1994 PhDs among the group are Dakhliya, Malik, and Monchuk, whose counts would be unaffected by the *SSCI* collection period. These are also the bottom three names in the table.

Again, we welcome additions (and corrections) from readers on this topic.