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# Modified Kardashian index (MK-index): A measure of discrepant social media profile for scientists

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A British geneticist Neil Hall (2014) compared certain scientists Twitter followers with their number of article citations on Web of Science. He developed an index and named Kardashian index (K-Index). K-index is similar to h-index. However, instead of author productivity, it measures the discrepancy between a scientist's social media profile and publication record. The number of a scientist citation in ISI Web of Science is used to measure the k-index. Conversely, these numbers are not freely available. Therefore, I offered a modified K-index based on Google Scholar citations which is freely accessible through <http://scholar.google.com/> Ale Ebrahim et al. (2014) developed an equation for equality between Google Scholar citations and ISI Web of Science citations (Equation 1).

$$\text{Equation 1 } ISI \text{ Citation} = 5.961 + 0.460 (\text{Google Scholar citation})$$

Neil Hall (2014) formula for K-index is shown in Equation 2:

$$\text{Equation 2 } K\text{-index} = F(a)/F(c)$$

Where  $F(a)$  is the actual number of Twitter followers and  $F(c)$  is the calculated social impact of the author based on his/her ISI Web of Science citations which be calculated by Equation 3:

$$\text{Equation 3 } F = 43.3 C^{0.32}$$

Where  $C$  is the number of scientist citations in ISI Web of Science.

By merging Equation 1 and Equation 3 a new  $F$  can be calculated based on the scientist Google Scholar citations (Equation 4):

$$\text{Equation 4 } F(c)_m = 43.3 (5.961 + 0.460C_{Gs})^{0.32}$$

Where  $F(c)_m$  is the calculated social impact of the author based on the scientist Google Scholar citations ( $C_{Gs}$ ). The MK-Index can be defined as (Equation 5):

$$\text{Equation 5 } MK\text{-index} = F(a)/F(c)_m$$

“A high K-index is a warning to the community that researcher X may have built their public profile on shaky foundations; while a very low K-index suggests that a scientist is being undervalued (Hall, 2014).” K-Index based on ISI Web of Science (WoS) citations greater than five can be considered ‘Science Kardashians’.

## References

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- Hall, N. (2014). The Kardashian index: a measure of discrepant social media profile for scientists. *Genome Biology*, 15(7), 1-3. doi: 10.1186/s13059-014-0424-0