

# Current Comments

## The 100 Most-Cited *SSCI*

Authors, 1969-1977.

### 1. How the Names Were Selected

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As promised previously<sup>1-2</sup> here is the list of authors most cited by social scientists. This list is based on data taken from our *Social Sciences Citation Index™ (SSCI™)* from 1969 to 1977.

We have arranged the list by discipline. Psychology (including psychoanalytic theory) is by far the largest field and is thus subdivided into specialties.

Arranging the list categorically should prevent invidious comparisons across disciplines. In a few cases, however, authors involved in interdisciplinary research may feel they have been misclassified by our system.

For each name we have also provided the birthdate, the total number of citations, and the average number of citations from 1969-77. In addition, the citation counts for 1976 and 1977 are also provided. This gives an idea of the continuing interest in the areas involved.

For those readers unfamiliar with citation analysis, let me recapitulate the selection procedure. Authors of scholarly papers acknowl-

edge the work of other authors through citations. To compile the *SSCI*, we created an entry for each of these explicit citations. For the period 1969-1977, we processed nearly 8 million citations appearing in 800,000 source items.

Once the basic *SSCI* is compiled, we sort the file by number of citations received by each author. The list shown in Figure 1 is the tip of an enormous iceberg of cited scholars. Limiting the list to 100 authors is arbitrary and based on cost and the lack of space and energy.

It is important to point out that this list is based on primary author data. In this study, citations to a publication with two or more authors are credited only to the first author. Readers familiar with our recent study of the 300 most-cited scientists will appreciate the potential shortcomings of a list that doesn't account for co-authors.<sup>3</sup>

However, as seen in the earlier parts of this study, co-authorship in the social sciences is by no means as significant as in the hard sciences. Nevertheless, in the future we will

try to apply the programs we developed for the *Science Citation Index*<sup>®</sup> to our *SSCI* data base.

The average number of citations for those primary authors listed here is 2,548 or 283 citations per year for the nine-year period, 1969-1977. Clearly these authors are in a special "superstar" category. But the same is probably true for the next hundred authors who received an average of 1,260 citations; that is, 140 per year. One would at least want to examine the 1,000 most-cited authors. The 1,000th most-cited name received 497 citations.

There are 55 psychologists on the list along with 15 sociologists. Twelve authors are in statistics or psychometrics; eleven in economics or econometrics; three in the history of science and philosophy; two in anthropology; one in linguistics; and one in political philosophy. We may present the 50 most-cited authors in each social science field in future essays.

Of those authors in psychology, ten are in social psychology and motivation theory, eight are involved with behavior theory, seven are in cognitive psychology, and seven in developmental and child psychology. Six of the authors are in personality and five in clinical psychology. There are three authors each in educational psychology and in neuro-psychology, two each in psychoanalytic theory and

organizational psychology, and one each in genetic psychology and mathematical psychology.

As with similar studies of scientists in which we made no age limitations, the average age is especially high. Classical authors like Marx and Freud continue to be heavily cited, but the age of living authors averaged 62. One might have expected this to be even higher considering that older scholars have published much more that could have been cited than their young colleagues.

The list contains 35 authors in their 50s, born between 1919 and 1928, and 24 in their 60s, born between 1909 and 1918. Ten authors are in their 40s.

About 31, or almost a third are (or would be) over 70. Fifteen are (or would be) in their 70s, eight in their 80s, and eight would be over 100 if they were still alive. Jung, Thorndike, and Lenin would be between 100 and 110; Weber and Dewey between 110 and 119; S. Freud and Durkheim between 120 and 129; and Marx would be 160. In contrast, the youngest author to appear on the list was Posner, born in 1936.

It is interesting to note that many of the authors on this list did not publish a Citation Classic or highly-cited article or book. However, it is usually possible to identify, for each author, his or her most significant work. Thus, Allport did not have an

item on the lists of most-cited articles or books. But his most-cited work was *The nature of prejudice* which received 194 citations during the nine-year period.

The most-cited author was Sigmund Freud. The 12,319 citations to his various works, as with other classical authors like Marx, are not exactly equatable to citations to current articles or books. There is a tendency to cite chapter and verse in greater detail with these authors. Thus, six specific passages in a single work by Freud might each be cited in a paper. This would give Freud six citations. You would get significantly different counts if you counted each cited author for each citing work. Freud would then receive only one citation no matter

how often a single paper cited his works.

The appearance of controversial authors such as Eysenck, Rosenthal, and Jensen may cast suspicion on the methodology. But it is impact we are measuring. It turns out that this is *usually* associated with significance. You must judge the results. To help you do this, we intend to analyze the recognition these authors have received. Those social scientists who have been well recognized by awards and other honors should not object to the corroboration of citation analysis. But more importantly, if our studies call attention to the work of those who have not been adequately recognized, the effort will have been rewarded.

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### REFERENCES

1. **Garfield E.** The 100 articles most cited by social scientists, 1969-1977. *Current Contents* (32):5-14, 7 August 1978.
2. -----, The 100 books most cited by social scientists, 1969-1977. *Current Contents* (37):5-16, 11 September 1978.
3. -----, The 300 most-cited authors, 1961-1976, including co-authors at last.
  1. How the names were selected. *Current Contents* (28):5-17, 10 July 1978.

**Figure 1:** The 100 most-cited authors, based on data from the *Social Sciences Citation Index™*, 1969-1977.

Name (Birthdate)	Total Citations 1969-1977	Average Citations 1969-1977	1976 Citations	1977 Citations
<b>PSYCHOLOGY</b>				
<b><u>Social Psychology &amp; Motivation Theory</u></b>				
<b>Bandura A</b> (1925)	5,050	561	763	554
<b>Berkowitz L</b> (1926)	1,992	221	233	186
<b>Brown R</b> (1925)	2,158	240	311	255
<b>Deutsch M</b> (1920)	2,019	224	217	178
<b>Festinger L</b> (1919)	2,888	321	362	271
<b>Jones EE</b> (1926)	1,564	174	272	183
<b>McClelland DC</b> (1917)	1,960	218	251	205
<b>Rokeach M</b> (1918)	2,370	263	273	250
<b>Rosenthal R</b> (1933)	2,466	274	294	221
<b>Schacter S</b> (1922)	1,703	189	248	221
<b><u>Behavioral Theory (Operant &amp; Classical)</u></b>				
<b>Anderson NH</b> (1925)	2,139	238	285	263
<b>Berlyne DE</b> (1924-1976)	2,186	243	311	210
<b>Broadbent DE</b> (1926)	1,810	201	245	212
<b>Eysenck HJ</b> (1916)	5,370	597	634	582
<b>Posner MI</b> (1936)	1,523	169	243	198
<b>Skinner BF</b> (1904)	3,672	408	589	367
<b>Underwood BJ</b> (1915)	2,156	240	200	127
<b>Wolpe J</b> (1915)	2,617	291	290	276
<b><u>Cognitive Psychology</u></b>				
<b>Bruner JS</b> (1915)	2,692	299	339	272
<b>Miller GA</b> (1920)	2,843	316	348	295
<b>Neisser U</b> (1928)	1,594	177	184	174
<b>Osgood CE</b> (1916)	3,412	379	388	283
<b>Paivio A</b> (1925)	2,363	263	340	297
<b>Postman L</b> (1918)	1,523	169	153	109
<b>Tulving E</b> (1927)	2,018	224	305	277
<b><u>Developmental &amp; Child Psychology</u></b>				
<b>Bowlby J</b> (1907)	1,602	178	224	194
<b>Erikson EH</b> (1902)	2,566	285	341	245

<b>Name (Birthdate)</b>	<b>Total Citations 1969-1977</b>	<b>Average Citations 1969-1977</b>	<b>1976 Citations</b>	<b>1977 Citations</b>
<b><u>Developmental &amp; Child Psychology (continued)</u></b>				
<b>Freud A (1895)</b>	1,864	207	239	210
<b>Kagan J (1929)</b>	2,444	272	372	288
<b>Kohlberg L (1927)</b>	1,924	214	355	368
<b>Piaget J (1896)</b>	7,572	841	1,231	1,007
<b>Rutter M (1933)</b>	1,821	202	346	339
<b><u>Personality</u></b>				
<b>Allport GW (1897-1967)</b>	1,766	196	227	162
<b>Byrne D (1931)</b>	2,614	290	257	226
<b>Cattell RB (1905)</b>	4,282	476	554	412
<b>Maslow AH (1908-1970)</b>	1,954	217	253	238
<b>Mischel W (1930)</b>	1,759	195	352	287
<b>Rogers CR (1902)</b>	2,128	236	260	225
<b><u>Clinical Psychology</u></b>				
<b>Carkhuff RR (1934)</b>	1,563	174	203	213
<b>Cohen J (1923)</b>	2,184	243	310	313
<b>Gough HG (1921)</b>	1,652	184	177	213
<b>Lewin K (1890-1947)</b>	1,793	199	233	211
<b>Rotter JB (1916)</b>	2,615	291	350	352
<b><u>Educational Psychology</u></b>				
<b>Cronbach LJ (1916)</b>	2,748	305	397	332
<b>Jensen AR (1923)</b>	2,177	242	267	182
<b>Thorndike EL (1874-1949)</b>	1,787	199	220	189
<b><u>Neuro-Psychology</u></b>				
<b>Hebb DO (1904)</b>	1,516	168	172	141
<b>Miller NE (1909)</b>	1,606	178	213	174
<b>Stevens SS (1906-1973)</b>	2,252	250	244	233
<b><u>Psychoanalytic Theory</u></b>				
<b>Freud S (1856-1939)</b>	12,319	1,369	1,880	1,439
<b>Jung CG (1875-1961)</b>	1,720	191	316	254
<b><u>Organizational &amp; Management Psychology</u></b>				
<b>Campbell DT (1916)</b>	3,337	371	567	479
<b>Simon HA (1916)</b>	2,160	240	320	263

**Figure 1. (continued)**

<b>Name (Birthdate)</b>	<b>Total Citations 1969-1977</b>	<b>Average Citations 1969-1977</b>	<b>1976 Citations</b>	<b>1977 Citations</b>
<b><u>Genetic Psychology</u></b>				
<b>Witkin HA (1916)</b>	2,147	239	271	280
<b><u>Mathematical Psychology</u></b>				
<b>Rapoport A (1911)</b>	1,580	176	169	140
<b><u>STATISTICS &amp; PSYCHOMETRICS</u></b>				
<b>Anderson TW (1918)</b>	1,591	177	259	202
<b>Box GEP (1919)</b>	1,832	204	316	290
<b>Edwards AL (1914)</b>	2,389	265	249	203
<b>Fisher RA (1890-1962)</b>	1,605	178	243	195
<b>Goodman LA (1928)</b>	1,704	189	270	267
<b>Gullford JP (1897)</b>	3,413	379	383	329
<b>Kendall MG (1907)</b>	1,863	207	255	204
<b>Rao CR (1920)</b>	1,639	182	202	172
<b>Shepard RN (1929)</b>	1,582	176	239	197
<b>Siegel S (1916-1961)</b>	4,038	449	584	482
<b>Wechsler D (1896)</b>	1,788	199	256	273
<b>Winer BJ (1917)</b>	5,233	581	739	584
<b><u>SOCIOLOGY</u></b>				
<b>Argyris C (1923)</b>	1,674	186	262	183
<b>Becker HS (1928)</b>	1,588	176	198	191
<b>Blalock HM (1926)</b>	2,188	243	305	277
<b>Blau PM (1918)</b>	2,134	237	279	265
<b>Campbell A (1910)</b>	1,808	201	269	222
<b>Coleman JS (1926)</b>	2,963	329	419	302
<b>Duncan OD (1921)</b>	2,238	249	325	313
<b>Durkheim E (1858-1917)</b>	2,337	260	327	285
<b>Etzioni A (1929)</b>	2,018	224	305	187
<b>Goffman E (1922)</b>	3,473	386	506	480
<b>Habermas J (1929)</b>	1,542	171	301	304
<b>Hollingshead AB (1907)</b>	1,831	203	216	192

<b>Name (Birthdate)</b>	<b>Total Citations 1969-1977</b>	<b>Average Citations 1969-1977</b>	<b>1976 Citations</b>	<b>1977 Citations</b>
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### SOCIOLOGY (continued)

<b>Lipset SM (1922)</b>	2,923	325	317	253
<b>Merton RK (1910)</b>	3,030	337	385	313
<b>Parsons T (1902)</b>	5,600	622	749	517

### ECONOMICS & ECONOMETRICS

<b>Arrow KJ (1921)</b>	3,013	335	494	401
<b>Baumol WJ (1922)</b>	1,744	194	281	207
<b>Friedman M (1912)</b>	3,879	431	612	579
<b>Galbraith JK (1908)</b>	1,612	179	207	147
<b>Johnson HG (1923-1977)</b>	1,923	214	288	201
<b>Marx K (1818-1883)</b>	6,807	756	1,431	1,126
<b>Myrdal G (1898)</b>	1,885	209	241	184
<b>Samuelson PA (1915)</b>	3,431	381	531	414
<b>Theil H (1924)</b>	1,739	193	272	249
<b>Tobin J (1918)</b>	1,569	174	240	210
<b>Weber M (1864-1920)</b>	3,627	403	568	460

### HISTORY OF SCIENCE & PHILOSOPHY

<b>Dewey J (1859-1952)</b>	2,042	227	274	262
<b>Kuhn TS (1922)</b>	1,765	196	332	242
<b>Popper KR (1902)</b>	1,543	171	255	186

### ANTHROPOLOGY

<b>Levi-Strauss C (1908)</b>	2,270	252	321	230
<b>Mead M (1901)</b>	1,588	176	200	175

### LINGUISTICS

<b>Chomsky N (1928)</b>	4,584	509	658	467
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### POLITICAL PHILOSOPHY

<b>Lenin VI (1870-1924)</b>	2,219	247	507	409
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