



JUNE 2021

ACADEMICINFLUENCE.COM PRESS KIT

January 1 – April 30, 2021



WHO WE ARE

We are a team of academics and data scientists working to provide an objective, non-gameable influence-based ranking for the people, schools, and disciplinary programs that make up higher education. To that end, we have engineered an innovative and unbiased ranking technology that employs machine learning to measure the impact of work produced by the world's top academic influencers. Our InfluenceRanking™ engine brings to light the achievements of top institutions and top academics across the world.



WHAT WE DO

AcademicInfluence.com is an incredibly rich and varied website, with many powerful features to help readers explore the world of higher education.

Some of those features are:

- [The Custom College Rankings Tool](#)
- [The College Strategist Tool](#)
- [The Search Schools Tool](#)
- [The Search People Tool](#)
- [Student Resources](#)
- [Ranking Articles](#)
- [Interviews](#)
- [Inflection Magazine](#)

The InfluenceRanking™ engine calculates a numerical influence score for people, institutions, and disciplinary programs. It performs this calculation by drawing from Wikipedia/data, Crossref, and an ever-growing body of data reflecting academic achievement and merit.

Learn more: <https://academicinfluence.com/about>



OUR TEAM

OUR CORE TEAM:

Jed Macosko, PhD
President

James A. Barham, PhD
Academic Editor

Winston Ewert, PhD
AI / Machine Learning Expert and Software Engineer

Robert J. Marks II, PhD
AI / Machine Learning Expert

Dave Tomar
Managing Editor

Dan Edelen
Director of Strategic Planning



OUR TEAM

ACADEMIC ADVISORY BOARD:

Sara L. Austin, EdD
Writer/Researcher

Erik Larson, PhD
Writer/Researcher & AI/Machine Learning Consultant

David Nguyen, PhD
College Admission Expert

Patrick O'Connor, PhD
College Admission Expert

Learn more: academicinfluence.com/about/our-team

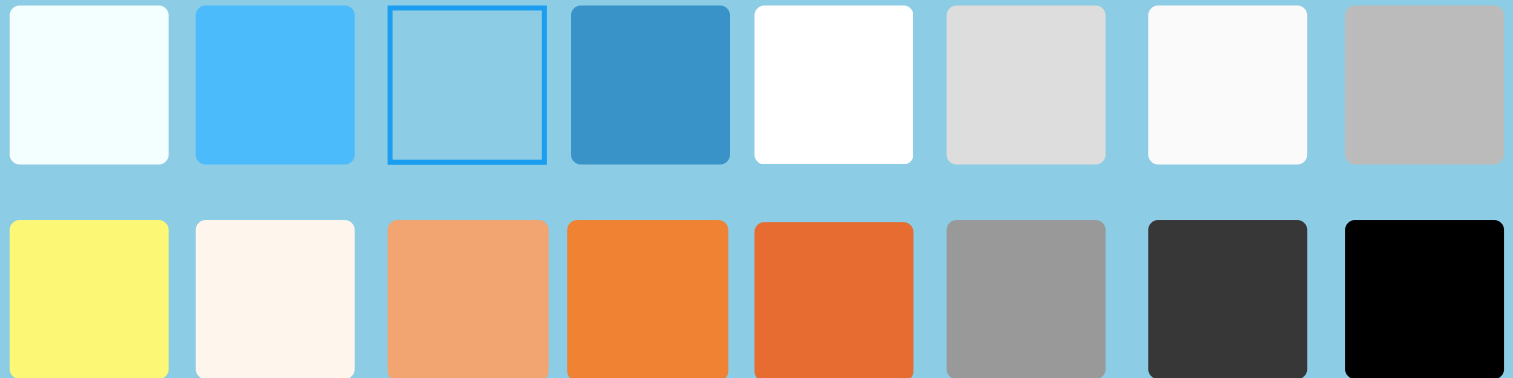


BRANDING

LOGOS



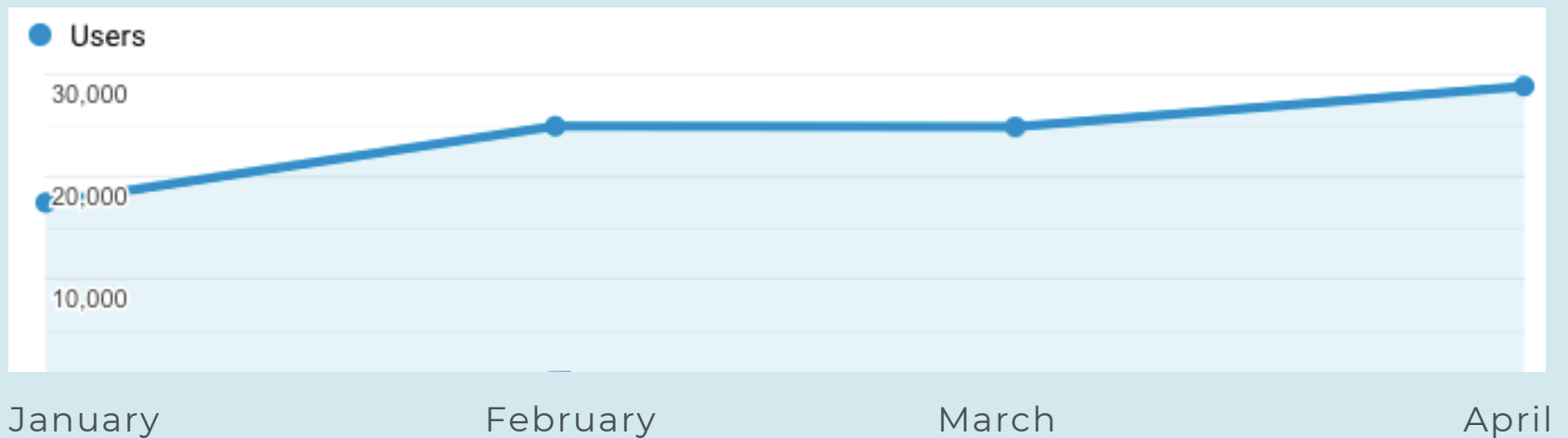
COLORS





HOW WE ARE GROWING

The number of users, and sessions on the Academic Influence website has been steadily been going up. The number of users has gone up by over 120% and the number of sessions by 115% since January 1, 2021.

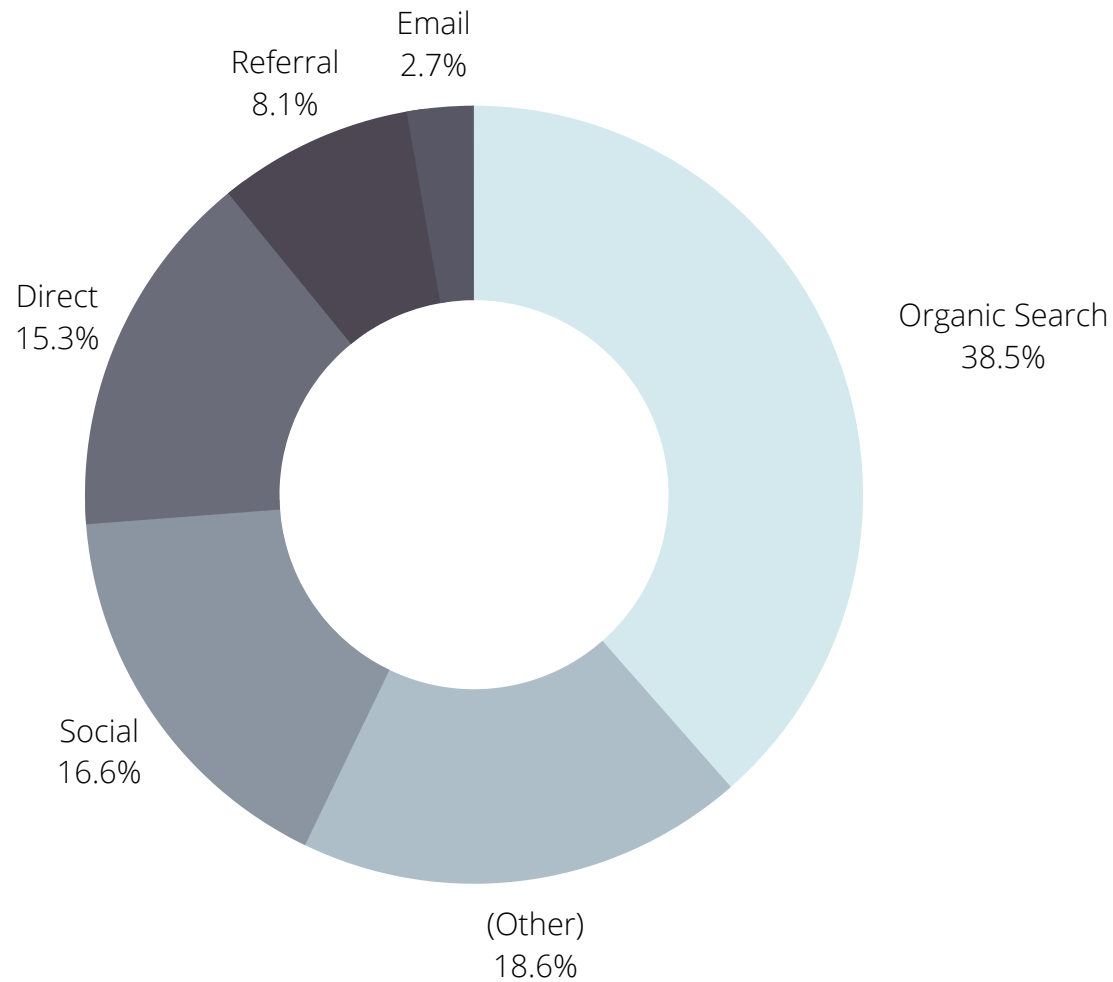


Number of users from January 1, 2021 to April 30, 2021



ANALYTICS

Where website visitors originated from:





ANALYTICS

256,335	Pageviews
181,954	Unique Pageviews
00:02:10	Average Time on Page
70.76%	Bounce Rate
43.05%	% Exit
110,345	Entrances
8,493	Top Pageview for a Day - January 29, 2021
22,046	Top Pageviews for a Page - Custom College Rankings

Number of users from January 1, 2021 to April 30, 2021



AUDIENCE

91.8%

New Users

8.2%

Returning Users

USERS

95, 414 Users

94,435 New Users

1.16 Number of Sessions per User

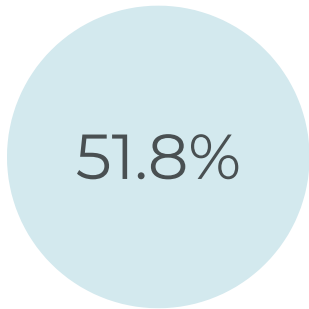
53.39% of Users are Mobile Users

44.19% of Users are Desktop Users

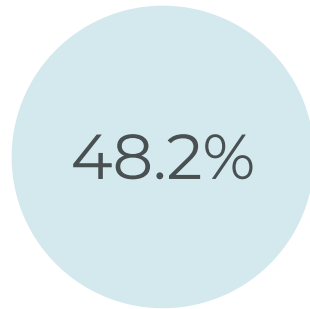


AUDIENCE

DEMOGRAPHICS



Female Users



Male Users

Top Locations

% of Users

United States: 68.02%

India: 4.08%

Canada: 3.46%

Australia: 1.95%

Philippines: 1.90%

Pakistan: 1.70%

United Kingdom: 1.63%

Switzerland: 1.18%



AGE

% of Users

18-24: 27.59%

25-34: 24.59%

35-44: 14.25%

45-54: 13.99%

55-64: 10.14%

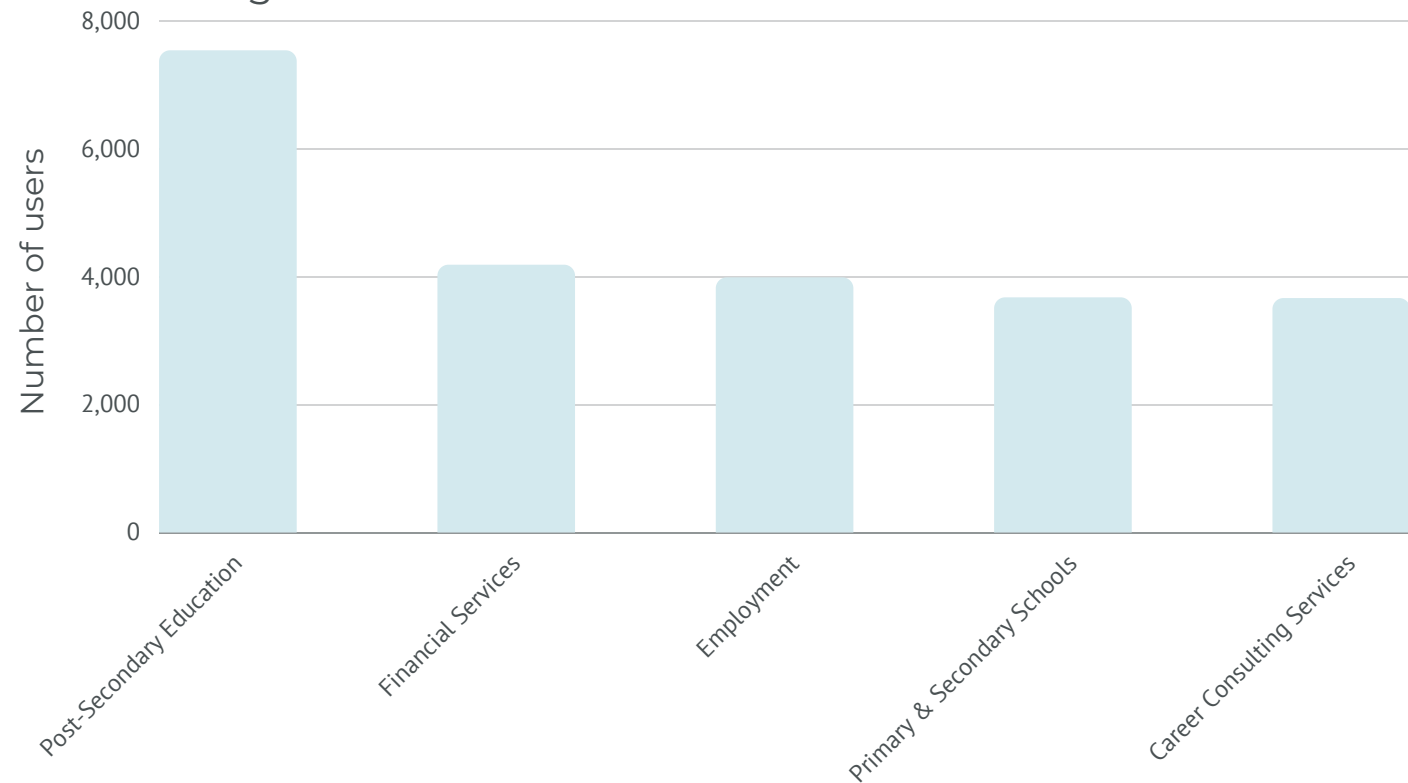
65+: 9.44%



AUDIENCE

INTERESTS - IN-MARKET SEGMENT

These are the top 5 in-market segment interests: Post-Secondary Education, Financial Services, Employment, Primary & Secondary Schools (K-12), Employment/Career Consulting Services. Data showcasing the number of users with these interests.

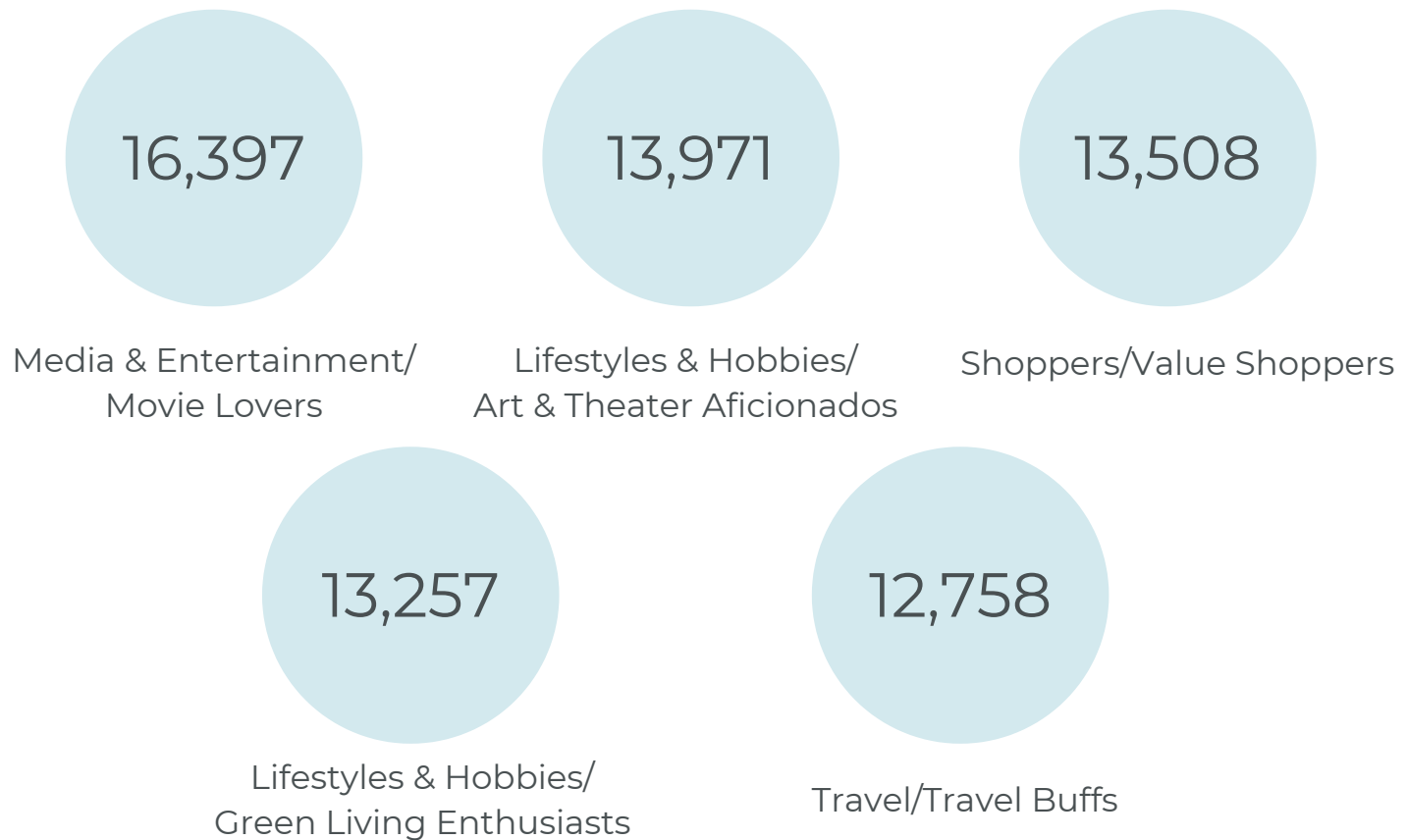




AUDIENCE

INTERESTS - AFFINITY CATEGORY

These are the top 5 affinity category interests from users.





RANKINGS

“*I find Academic Influence's methodology to be innovative and refreshing as it uses a big data, machine-learning approach to rank universities based upon the influence/impact of its faculty and graduates. This moves away from a major flaw of existing rankings: reliance on self-reported, outdated or reputational data and toward impartial, openly available information.*”

— Dr. Santa J. Ono, president of the University of British Columbia

Our influence rankings include

- Best colleges
- Best colleges by state
- Best graduate schools
- Best boarding schools in the U.S.
- Most influential high schools in the U.S.
- Top influential people from a variety of fields

Learn More: academicinfluence.com/rankings



The Inspiration for Academic Influence

Author

Erik Larson



With
**Karina
Macosko**



How Massive Open Online Course (MOOC) is Changing Higher Education

ZVI GALIL
COMPUTER SCIENTIST



INTERVIEWS

Our interviews typically reveal insights about an academic discipline that prospective students intent on studying that discipline find helpful. At the same time, our interviews explain

- what top scholars are doing,
- what got them into their profession,
- what continues to excite them in their research, and
- what it's like being part of the communities into which their studies have led them.



INFLECTION MAGAZINE

Inflection takes a deeper look at influence, what it means, how it manifests in the real world, and how it can be used to better understand the impact of achievements, individuals, and institutions.

Some of the topics that are covered are:

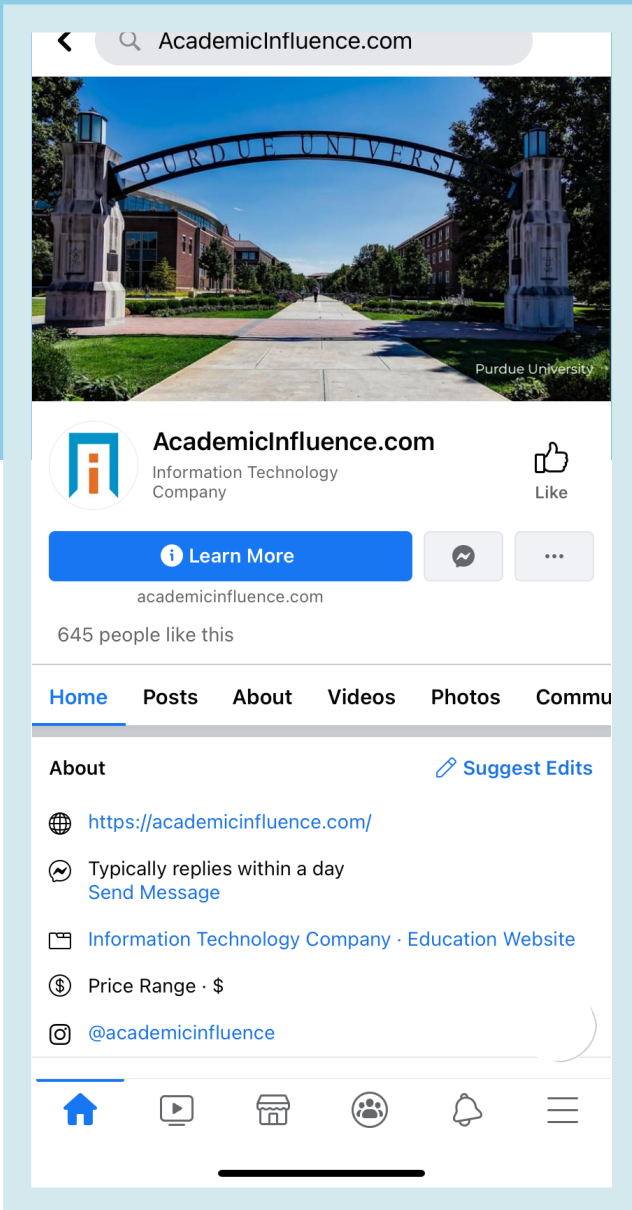
- Best programs for different majors
- Controversial topics
- College admissions issues
- Most Influential Books
- Topics relating to college students

Learn More: academicinfluence.com/inflection



IMAGE TAKEN ON JUNE 2, 2021

SOCIAL MEDIA



FACEBOOK

3-4 posts posted each day
11,566 website sessions from Facebook traffic

666

Followers

27,454

People reached

9,026

Top post reach on
May 18, 2021

47%

Women followers

52%

Men followers

80%

Followers from the
USA

Data range Jan. 1, 2021 - June 1, 2021



IMAGE TAKEN ON JUNE 2, 2021

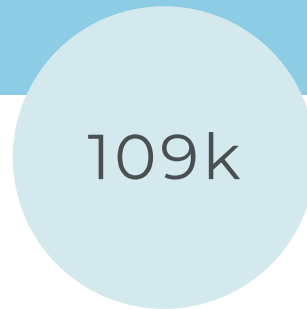
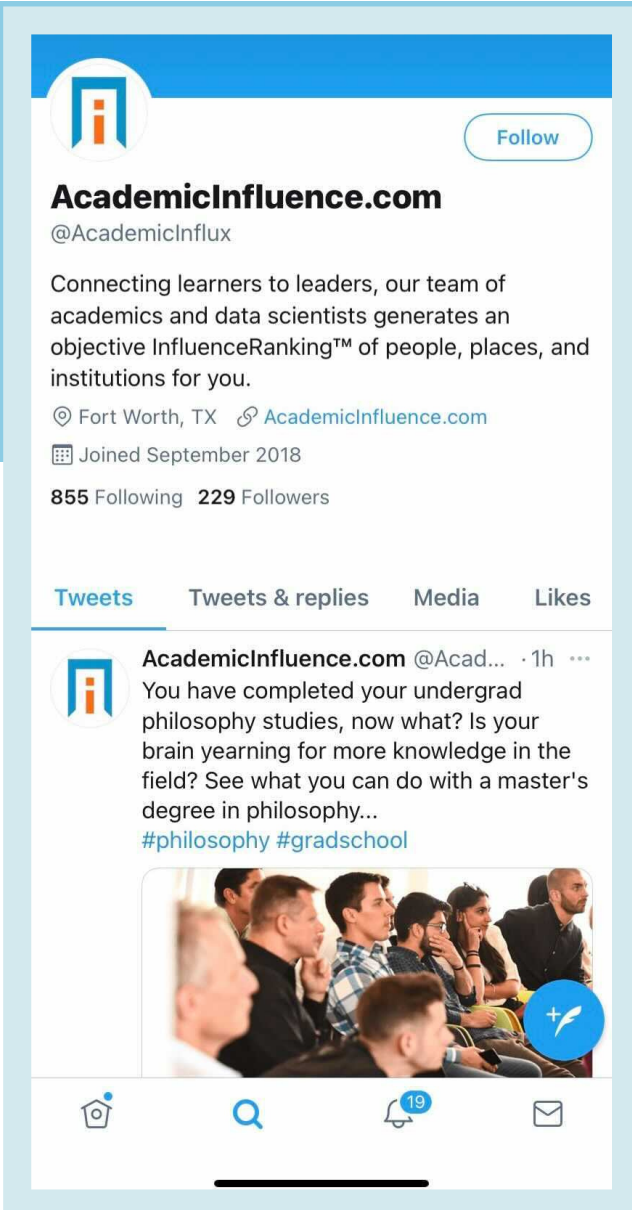
SOCIAL MEDIA



TWITTER

13.4k link clicks

3.8% Engagement rate in May 2021



Tweet impressions in May 2021



Tweets per month



Profile visits in May 2021



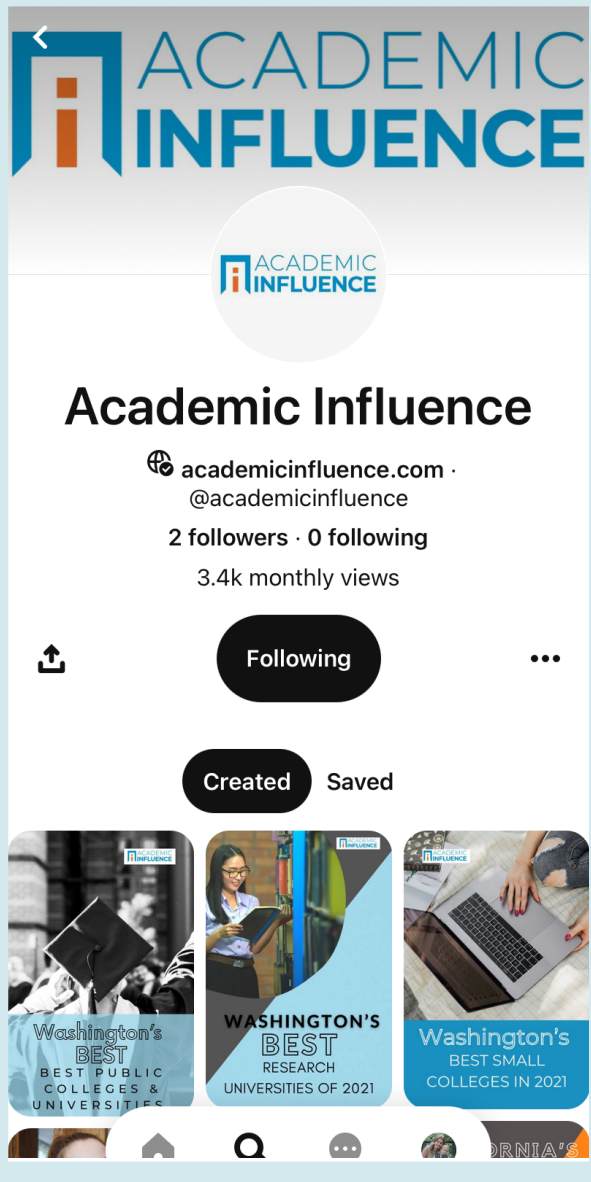
Followers

Data range Jan. 1, 2021 - June 1, 2021



IMAGE TAKEN ON JUNE 2, 2021

SOCIAL MEDIA



PINTEREST

Created in March 2021.

The Boards consist of:

- State rankings
- Interviews
- Influential People
- Tips for college students
- Tips for high school students

The Target Audience is:

- College students
- High school students
- Teachers, Professors, Educators
- Parents of college or high school students



Monthly views



Pins posted per day



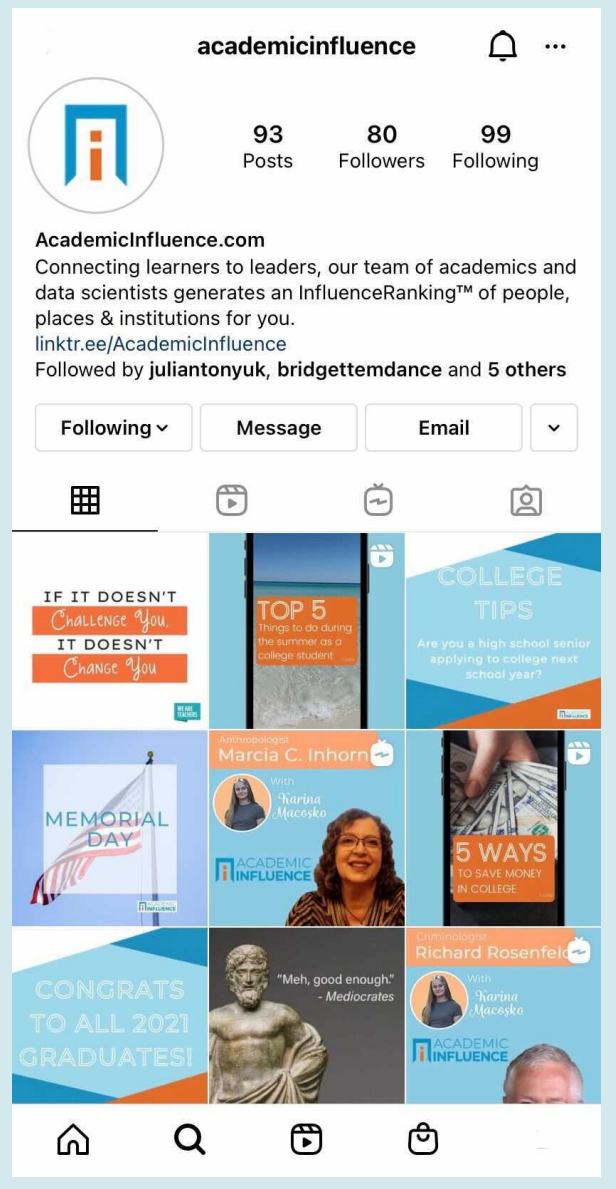
IMAGE TAKEN ON JUNE 2, 2021

SOCIAL MEDIA



INSTAGRAM

In April 2021, a new Instagram plan was implemented. This plan includes the creation of Reels, Stories, images, and a uniform feed aesthetic.



Views on top Reel



Posts per week



Followers

Data range Jan. 1, 2021 - June 1, 2021



≡ Forbes

Jan 27, 2021, 06:00am EST | 86,749 views

New Ranking System: Swarthmore, Amherst Top The 50 Best Liberal Arts Colleges

forbes.com/sites/michaelnietzel/2021/01/27/new-ranking-system-lists-swarthmore-as-nations-1-liberal-arts-college/

≡ Forbes

Mar 7, 2021, 06:00am EST | 19,483 views

Academic Influence Ranks The Best Community Colleges, Nationally And By State

forbes.com/sites/michaelnietzel/2021/03/07/academic-influence-ranks-the-best-community-colleges-nationally-and-by-state/

RECOGNITION

FORBES MENTIONS

“Swarthmore College has been rated the best liberal arts college in the U.S. by Academic Influence, a new college rankings method that uses artificial intelligence technology to search massive databases and measure the impact of work by individuals who’ve been affiliated with colleges and universities throughout the world.”



PRESS RELEASES & MEDIA COVERAGE

Press releases: academicinfluence.com/about/press-news

Academic Influence has had multiple media mentions. Here are a select few:

EdTech: Focus on Higher Education

“EdTech Goes Undercover: An Insider’s View of What Students Post on Contract Cheating Sites”
<https://edtechmagazine.com/higher/article/2021/04/edtech-goes-undercover-insiders-view-what-students-post-contract-cheating-sites-perfcon>

Mind Matters

“How Erik Larson Hit on a Method for Deciding Who Is Influential”
<https://mindmatters.ai/2021/04/how-erik-larson-hit-on-a-method-for-deciding-who-is-influential>

Career Intels

“Best Pharmacy Schools in US 2021”
<https://www.careerintels.com/best-pharmacy-schools-in-us-2021>

Pravda

“Political scientist Alina Munjiu-Pippidi: You need to imprison some people to show that no one is above the law”
<https://www.pravda.com.ua/articles/2021/03/2/7285183>

Parents

“New Poll Ranks the 50 Best Boarding Schools in the U.S.”
<https://www.parents.com/kids/education/high-school/the-best-boarding-schools-in-the-u-s/>



PRESS RELEASES & MEDIA COVERAGE

Business Insider

“The 15 Most Influential Universities in the World”

<https://www.businessinsider.com/the-most-influential-universities-in-the-world-ranked-2020-9>

MIT Alumni

“An Alternative College Rankings System Offers a New Take on Influence”

<https://alum.mit.edu/slice/alternative-college-rankings-system-offers-new-take-influence>

MastersPortal.com

“Top 10 Engineering Schools in Europe - Engineering Rankings 2021”

<https://www.mastersportal.com/articles/2741/top-10-engineering-schools-in-europe-engineering-rankings-2021.html>

Crunchbase

AcademicInfluence.com

<https://www.crunchbase.com/organization/academicinfluence-com>

IBL News

“Ranking of the Top Private Colleges and Universities in the U.S. for 2021”

<https://iblnews.org/ranking-of-the-top-private-colleges-and-universities-in-the-u-s-for-2021>

University of California, Berkeley | EECS

“Scott Aaronson, Manuel Blum, Shafi Goldwasser and Stuart Russell among Top 20 Influential Computer Scientists”

<https://eecs.berkeley.edu/news/2021/02/scott-aaronson-manuel-blum-shafi-goldwasser-and-stuart-russell-among-top-20-influential>



PRESS RELEASES & MEDIA COVERAGE

Harvard Kennedy School

Think Tanks Search

["https://guides.library.harvard.edu/c.php?g=310680&p=5692971#s-lg-content-57892545"](https://guides.library.harvard.edu/c.php?g=310680&p=5692971#s-lg-content-57892545)

College Gazette

"The Top 10 Most Influential Public Universities in the US"

<https://collegegazette.com/the-10-most-influential-public-universities-in-the-us/>

TheBestSchools.org

"InfluenceRankings.com Academic Rankings"

<https://thebestschools.org/rankings/influence-networks-academic-rankings/>

IREG Observatory on Academic Ranking and Excellence

"Ranking University Influence"

<https://ireg-observatory.org/en/ranking-news/ranking-university-influence/>

Jonah Goldberg, The G-File at The Dispatch

"Morality as a Foreign Language"

<https://gfile.thedispatch.com/p/morality-as-a-foreign-language>

Oberlin College

"Oberlin College #13 Nationally Among Liberal Arts Schools in New College Rankings"

<https://www.oberlin.edu/news/oberlin-college-13-nationally-among-liberal-arts-schools-new-college-rankings>

Cosmopolitan

"Everything I Wish I Knew Before I Headed Off to College"

<https://www.cosmopolitan.com/college/a33625372/advice-wish-i-knew-before-college/>



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