The Bosworth score is a metric created by The Daily Princetonian, a student newspaper at Princeton University, used to rank and compare Google searches for a person or Princeton-related term, scaled to the University's President Christopher L. Eisgruber.

Calculation

To calculate the Bosworth score, one divides the average Google searches for an individual or term by searches for Eisgruber in the same time period. Google search trends[1] does not distribute the number of Google searches but instead a score of searches each day, scaled to the day with the most searches, which receives a score of 100. Google trends allows for up to five searches at once, where each term is scaled to the maximum of any of the five. When calculating a Bosworth score, one must insert Eisgruber after every four search terms to properly scale the terms.

Interpretation

A Bosworth score of less than 1.00 indicates the term is searched for on Google within the specified time range and location, often 2010-2023 in the US, is less searched than Eisgruber, and a score greater than 1.00 means the term is searched for more than Eisgruber. A score of 2.00 means the term is searched for more than the reference point, Eisgruber. Scores can be used to measure popularity.

References to Bosworth score

The concept of the Bosworth score first appeared in The Daily Princetonian in an article[2] written by assistant Data Editor Andrew Bosworth on October 27, 2023 which analyzed the biggest name professors on Princeton's campus. The scaling was outlined in this article but not referred to as the 'Bosworth score'.

The first reference to the term 'Bosworth score' appeared on November 3, 2023 in a data blog[3] written by Andrew Bosworth, analyzing professor's course ratings, finding high profile professors are highly sought, but not necessarily better teachers. Subsequent posts have analyzed the scores of University Faculty Committees.

When analyzing terms far more searched than Eisgruber, a new metric, the Bosworth prime score may be used, which scales searches to F. Scott Fitzgerald, notable University attendee who dropped out during his junior year to join the army. This metric was used to rank well known alumni including Michelle Obama and Jeff Bezos, as well as fictional alumni like Fred Flintstone and Bruce Wayne.

An opinions reaction piece for The Daily Princetonian written by Vincent Jiang, Christopher Lidard, Sophia Zuo, Eleanor Clemans-Cope, Prince Takano, and Wynne Conger explains which professors one should follow on X[4] due to their Bosworth score.

A news article for The Daily Princetonian written by Abby Leibowitz on the process of hiring new faculty[5] referred to the Bosworth score of a recent faculty hire.

Posts on Instagram[6], Facebook[7], and X[8] on the Bosworth score have reached over 10,000 accounts and sparked dialogue on the subject.

Limitations

It is important to use the score with caution as searches for namesakes will be included. One Princeton faculty member is named Jessica Jones, the same as the Marvel character. This faculty member's Bosworth score cannot be calculated and must be placed as an outlier.

1. ^ "Google Trends". *Google Trends*. Retrieved 2023-11-17.
2. ^ "Who are the biggest name professors on campus?". *The Princetonian*. Retrieved 2023-11-17.
3. ^ "The Data Blog: What is the Bosworth score of Fred Flintsone '10,000 B.C.?". *The Princetonian*. Retrieved 2023-11-17.
4. ^ "Reactions: Which professors should I follow?". *The Princetonian*. Retrieved 2023-11-17.
5. ^ "The faculty hiring process, explained". *The Princetonian*. Retrieved 2023-11-17.
6. ^ "Instagram". *www.instagram.com*. Retrieved 2023-11-18.
7. ^ "Facebook". *www.facebook.com*. Retrieved 2023-11-18.
8. ^ "https://twitter.com/princetonian". *X (formerly Twitter)*. Retrieved 2023-11-18.