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## Search to see if you are famous

Intel chairman only four times more famous than Mageek

By [Nick Farrell](#): Monday 24 May 2004, 07:02

A GROUP OF physics and computer-science boffins have worked out a scientific way of telling if you are famous based on how often your name turns up on an internet search.

According to *NewsFactor*, researchers at Clarkson University used Google to establish a precise mathematical definition of fame.

In a new paper Clarkson researchers James Bagrow, Hernan Rozenfeld, Erik Bollt and Daniel ben-Avraham used the number of Google hits to study the relationship between fame and merit. Roychowdhury and Simkin used Google to look at World War I pilot "aces".

They discovered that most famous aces were those with the greatest number of Google hits, while the most meritorious would be those who actually shot down the greatest number of enemy fighter planes.

They also found that a scientific paper could become famous simply because lots of people cited it in their own work. A phenomenon which is also noted on Google.

After a while the researchers started to wonder if fame depends on achievement at all.

The boffins found definitive mathematical relationships between their new idea of scientific achievement and the level of fame a scientist had achieved.

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However when it came to famous people the winners were singers like Michael Jackson (5,570,000 Google hits) and Janet Jackson (3,190,000 hits).

Only one scientist - Albert Einstein - breaks into the Google million-hit club (1,660,000), with Isaac Newton a close second (902,000 hits) and Galileo a distant third (245,000 hits). As a measure of IT fame, Bill Gates has 3,710,000 hits, Steve Jobs has 7,490,000, Intel's Andrew Grove 936,000 and Mike Mageek has 264,000 hits.  $\mu$

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