

I T H A K A

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Using JSTOR

September 2014



1. What is [JSTOR](#)?
2. JSTOR demonstration
 - Searching JSTOR
 - Format of the journal content
 - Using a MyJSTOR account to organize research
 - Linking to content on JSTOR
3. Usage Statistics
4. Help & Support

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What is JSTOR?

What is JSTOR?

JSTOR is a digital library of more than 1,900 academic journals, 19,000 books, and 2 million primary sources.



JSTOR is a service of ITHAKA (ithaka.org), a not-for-profit organization that helps the academic community use digital technologies to preserve the scholarly record and to advance research and teaching in sustainable ways.

Libraries may choose to subscribe to individual archive collections, current journals, and may purchase books from JSTOR.

- » All of the content licensed or purchased by a library is cross-searchable on JSTOR.
- » Journals, books, and pamphlets on JSTOR are all full-text.
- » All the materials on JSTOR are scholarly and academic. Almost all journals are peer-reviewed. However, some journal issues pre-date today's standard peer-review process, and some are literary/primary materials – these would not have gone through a peer review process.



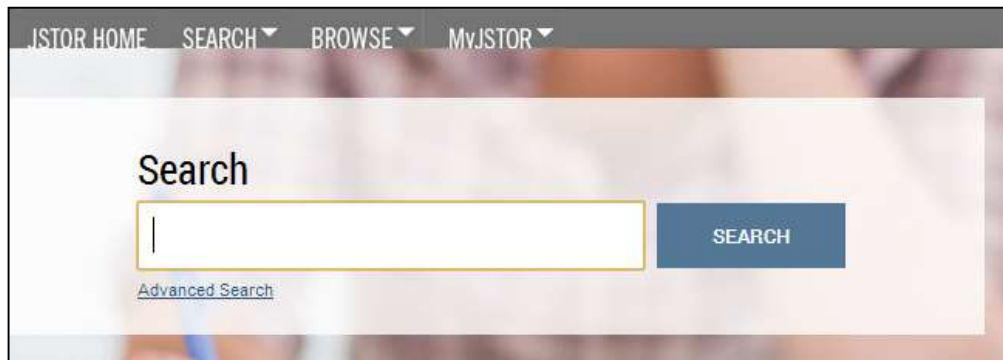
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Using JSTOR: Searching

The Basic Search Form

The Basic search form appears on the main page of JSTOR...



and at the right-hand top of other pages within the site.



Try these tips for a more effective Basic search:

- » Place words within quotation marks to search for exact phrases:
 - “to be or not to be”
 - “customer relationship management”
- » Use Boolean operators to construct a better search:
 - “tea trade” AND smuggling
 - microfinance OR microcredit
 - “united states” NOT “united kingdom”
- » Use field codes to search for titles and authors quickly:
 - To search for an article titles - **ti:”Non-Cooperative Games”**
 - To search for an author – **au:”Albert Einstein”**



Basic Search

The image displays three overlapping screenshots of the JSTOR website's search interface. Each screenshot shows the top navigation bar with links for 'JSTOR HOME', 'SEARCH', 'BROWSE', and 'MyJSTOR'. The JSTOR logo and navigation links (Login, Help, Contact Us, About) are visible in the top right corner of each screenshot. A message below the logo reads 'Your access to JSTOR provided by JSTOR'.

The first screenshot shows a search bar with the query `"customer relationship management"` and a 'SEARCH' button. A link for 'Advanced Search' is visible below the search bar.

The second screenshot shows a search bar with the query `microfinance OR microcredit` and a 'SEARCH' button. A link for 'Advanced Search' is visible below the search bar.

The third screenshot shows a search bar with the query `au:"Albert Einstein"` and a 'SEARCH' button. A link for 'Advanced Search' is visible below the search bar.

Below the search bar in the third screenshot, there is a section titled 'Test drive our new search' with a search input field and a 'SEARCH SMARTER' button.

On the left side of the third screenshot, there is a 'BROWSE BY' section with a list of subjects and their corresponding title counts:

- Area Studies
- Arts (1470 titles)
- Business and Economics (1844 titles)
- History (7098 titles)
- Humanities (7315 titles)

At the bottom of the third screenshot, there is a 'BROWSE BY SUBJECT' section with a list of subjects and their corresponding title counts:

- Area Studies (569 titles)
- Arts (1470 titles)
- Business and Economics (1844 titles)
- History (7098 titles)
- Humanities (7315 titles)
- Law (757 titles)
- Medicine and Allied Health (559 titles)
- Science and Mathematics (2613 titles)
- Social Sciences (9920 titles)



The [Advanced Search](#) form is especially useful when you want to target a search to a type of content or to a specific discipline.

- » Construct a more complex query by adding more search fields.
- » Use the drop-down boxes to limit search terms to the title, author, abstract, or caption text.
- » Use the “Narrow by” options to search only articles, include/exclude book reviews, search for content published during a particular time frame, or in a particular language.
- » Focus your search in specific disciplines and titles using checkboxes.



Search Results

JSTOR HOME SEARCH BROWSE MyJSTOR

18,406 Search Results

"consumer behavior" **SEARCH**

Search within results [Modify Search](#) [Search Help](#)

All Results Journals Books Pamphlets **Use the sorting options to sort by relevance or publication date**

All Content Content I can access Relevance Newest Oldest 10 25 50 100

Citation Tools [Save](#) [Email](#) [Export](#) [Track](#) « Previous Page 1 of 737 Next »

Select/Unselect All

The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies Journal

Deborah J. MacInnis, Valerie S. Folkes
Journal of Consumer Research, Vol. 36, No. 6 (April 2010)

A text snippet from the text shows the search terms in context

...our field: (1) whether **consumer behavior** should be an independent discipline (Belk 1984; Deighton 2007; Hirschman 1986; Holbrook 1985, 1987; Kernan 1995), (2) what is (and is not) **consumer behavior** (i.e., what constitutes the field's boundaries; Deighton 2007; Folkes 2002; Frank 1974; Holbrook 1987; Jacoby 1976; Sheth 1982; Simonson et al....


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Advertising and Consumer Behavior Journal

Daniel K. Stewart
Journal of Advertising, Vol. 3, No. 3 (Summer, 1974), pp. 16-20

...in advertising and **consumer behavior** research, the psychology of communication, communication theory, and psycholinguistics. He has published over two dozen articles and one textbook in these areas. ABSTRACT If the advertiser is to ever receive coherent explanations on the relation between his advertising and subsequent **consumer behavior**, then a...




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SAVE THIS SEARCH
Search Name

Alert Me About New Articles
Weekly



The search results pages offer many features for sorting and reviewing search results.

- » Use the tabs at the top of the search results list to filter results to a specific type of content (journals, books, pamphlets).
- » Use the sorting options to view search results by relevance, oldest items, or newest items. Use the “Display” option to view more results on a single page.
- » By default, all search results are for content licensed or purchased by the host institution. Researchers may choose to see results for all content on JSTOR by changing the “Show” option to “All Content.”

Researchers may access the full-text of an item from the search results page.

- » Click on an item title to go directly to the full text of the item.
- » Choose “Article PDF” to immediately obtain a copy of the article for downloading.



Search Results

JSTOR HOME SEARCH BROWSE MyJSTOR

18,406 Search Results

"consumer behavior" **SEARCH**

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All Results Journals Books Pamphlets **Use the sorting options to sort by relevance or publication date**

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SAVE THIS SEARCH
Search Name

Alert Me About New Articles
Weekly



The “view” page for each item on JSTOR provides many ways to explore the content.

- » The “Tools” box includes the option to view and download a PDF, as well as many options for saving and exporting citations.
- » For journal articles:
 - The “Summary” link on an article view page provides the abstract (if one was published with the original item) and list of references from the article. Where possible, JSTOR provides links from the references to other articles on JSTOR, and sometimes to off-site content.
 - The right-hand side of the page provides helpful links to related content on JSTOR and to searches for related content on Google Scholar.
- » For multi-user books:
 - When reached via a search, the book view page shows links to two of the most relevant chapters at the top of the page.
 - The book view page also contains the table of contents and introductory text snippets for each chapter in the book, as well as an easy “Download Chapter” buttons to obtain PDF copies of chapters.



Article View Page

The screenshot shows the JSTOR article view page for "Smuggling and the British Tea Trade before 1784" by Hoh-Cheung and Lorna H. Mui. The page includes a navigation bar at the top with links for "JSTOR HOME", "SEARCH", "BROWSE", and "MyJSTOR". A search bar is present with a dropdown menu set to "In This Issue" and a "Search" button. The article title and author information are displayed, along with a "Tools" menu containing options like "View PDF", "View Citation", "Email Citation", "Export Citation", "Save Citation", and "Track Citation". A "Tools" callout box points to the "View PDF" option, stating: "Download a PDF version of the article and use the tools to manage citations." The page also features a "Summary" tab, a "Page Scan" feature, and a "Tools" menu. A "Tools" callout box points to the "Summary" tab, stating: "Check the summary page for abstracts and references." The article title "Smuggling and the British Tea Trade before 1784" is highlighted in yellow, and a callout box points to it, stating: "When following a link to an article view page from a list of search results, the search terms will be highlighted on the page for easy reference." The article text begins with "SMUGGLERS have a secure place in adventure stories, and the difficulties in which the East India Company found itself in the 1770's, in part because of the activities of smugglers of tea, are firmly established as contributory to the American Revolution. This article, so far as the Revolution is concerned, can explain how some of those troubles arose; it may also help to bring smuggling down from the heady realms of romance to the workaday busi-". The right sidebar contains sections for "JSTOR", "GOOGLE SCHOLAR", "JOURNAL TRACKING", "RIGHTS AND PERMISSIONS", and "IMPORTANT LINKS". The JSTOR logo is visible in the top right and bottom right corners.

JSTOR HOME SEARCH BROWSE MyJSTOR

« Back to Search Results

The American Historical Review > Vol. 74, No. 1, Oct., 1988 > Smuggling and the British Tea Trade before 1784

The American Historical Review [Publication Info](#)

Published by: [Oxford University Press](#) on behalf of the [American Historical Association](#)
Stable URL: <http://www.jstor.org/stable/1857629>

- [Most Cited](#)
- [Most Accessed](#)

[Subscribe or Renew](#)

Check the summary page for abstracts and references.

Tools

- View PDF
- View Citation
- Email Citation
- Export Citation
- Save Citation
- Track Citation

« Previous Item | Next Item »

Page Scan Summary Page Thumbnails

Your search term(s) occur 111 time(s) in this item. > [View list of pages with search term\(s\)](#)

Smuggling and the British Tea Trade before 1784

Hoh-Cheung and Lorna H. Mui

Page 44 of 44-73

When following a link to an article view page from a list of search results, the search terms will be highlighted on the page for easy reference.

Smuggling and the British Tea Trade before 1784

HOH-CHEUNG and LORNA H. MUI

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References

[1 Item Cites this Item](#)

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[\(more authors...\)](#)

GOOGLE SCHOLAR

Related Items

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[Items by Hoh-Cheung](#)

[\(more authors...\)](#)

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IMPORTANT LINKS

[AHR Now Published by Oxford University Press](#)

[AHA Membership](#)

AHR on [facebook](#)

[Visit the New AHR Website](#)

www.jstor.org/stable/1857629?seq=2&Search=yes&searchText=smuggling&searchText="tea+trade"&list=hide&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3D%2522tea%2Btrade%2522%2BAND%2Bsmu...



A MyJSTOR account is a valuable tool for research on JSTOR. With MyJSTOR you can organize content and manage your profile:

- » Save citations: email, export, print, and track citations you've saved.
- » Set up journal alerts: receive an email when new issues for your favorite journals are available.
- » Change your password, updated your status, and opt in to or out of communications from JSTOR.

It's easy to [register for a free MyJSTOR account.](#)





Log into your MyJSTOR account to access saved citations, table of contents alerts, and manage your profile

Your access to JSTOR provided by University Library

Saved Citations

Journal Alerts

Search Alerts

Shelf

JPASS Downloads

Purchase History

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Saved Citations

« Previous Page 1 of 1 Next »

Citations saved from search results, article pages, and book pages are stored here.

Export Email Track Delete

Sort by: Date saved (newest to oldest)

<input type="checkbox"/> Select/Unselect All	Tracking	Date Saved	Type
<input type="checkbox"/>	Microfinance Games	11/19/2013	Journal
	Xavier Giné, Pamela Jakiela, Dean Karlan and Jonathan Morduch American Economic Journal: Applied Economics , Vol. 2, No. 3 (July 2010), pp. 60-95		
<input type="checkbox"/>	What Has Happened to the US Labor Movement? Union Decline and Renewal	This journal is being tracked. Stop tracking	10/24/2013 Journal
	Dan Clawson and Mary Ann Clawson Annual Review of Sociology , Vol. 25 (1999), pp. 95-119		



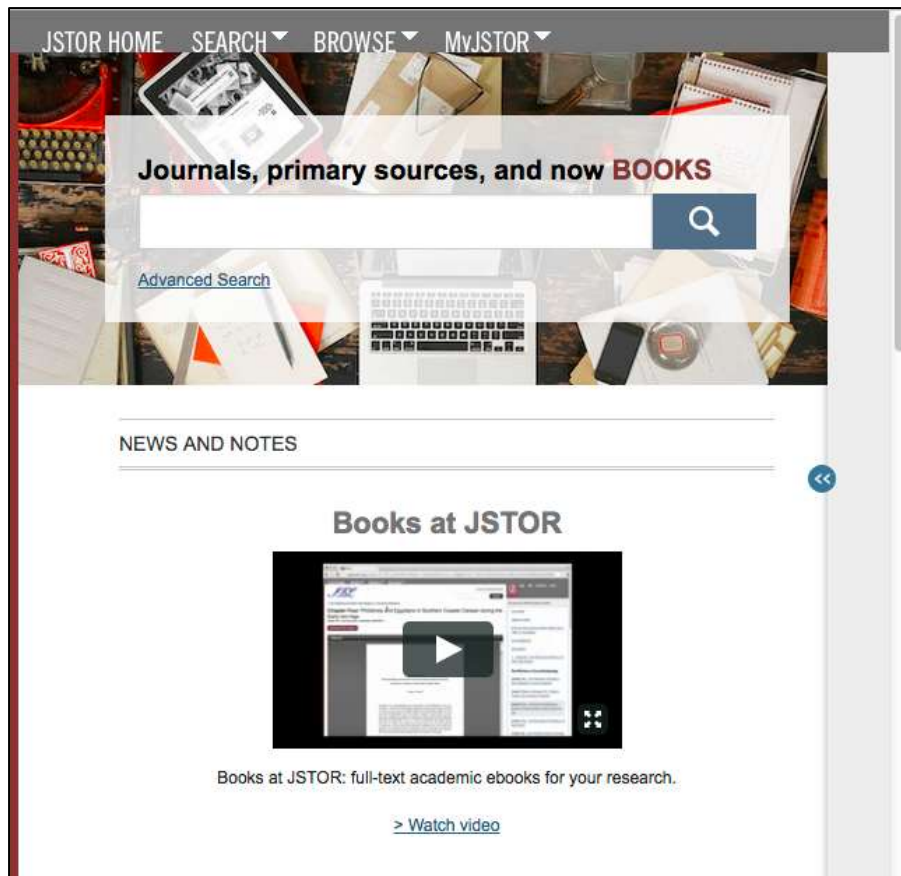
JSTOR is mobile-friendly.

- » JSTOR uses responsive design to create a consistent and smooth experience across most mobile devices, as well as on laptops and desktops.
- » Responsive design enables the JSTOR interface to adapt to the screen size of a device without requiring a separate mobile URL or any device configuration.
- » Researchers can go directly to www.jstor.org on a smartphone or tablet and the JSTOR interface will adjust automatically.
- » JSTOR's responsive design is compatible with most newer (within the last few years) mobile devices across many different operating systems.

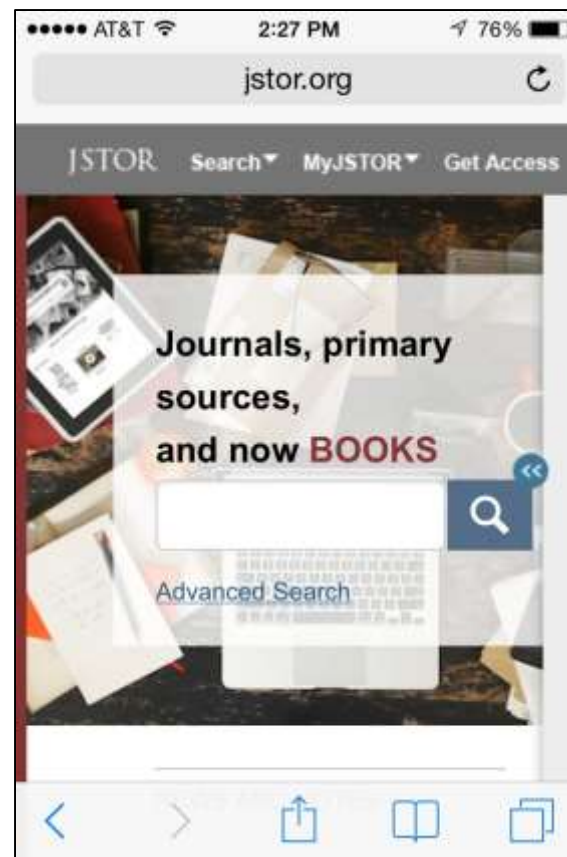


JSTOR is mobile friendly

JSTOR on a tablet



JSTOR on a smartphone



JSTOR’s “Institution Finder” allows people using JSTOR from a remote location to log in to their library proxy server from the JSTOR site.

- » Users locate their institution from a list on the JSTOR website, log in to their library website, and are returned to the page they started on at JSTOR.
- » The Institution Finder integrates with Shibboleth, EZProxy, and Innovative Interface's WAM proxy.
- » To provide us with your institution's proxy information so that we may include it in the Institution Finder, please contact support@jstor.org.



Off-campus login via “Institution Finder”

The screenshot shows the JSTOR login page with a navigation bar at the top containing 'JSTOR HOME', 'SEARCH', 'BROWSE', and 'MyJSTOR'. A search bar is located in the top right. The main content area is titled 'Login to JSTOR' and is divided into two columns. The left column is for 'Login with a MyJSTOR Account' and includes fields for 'MyJSTOR Username' and 'MyJSTOR Password', a 'Stay logged in' checkbox, and a 'Login' button. The right column is for 'Login via an institution' and features a 'Search by name' dropdown menu with a callout box pointing to it. The callout box contains the text: 'Don't see your institution in the top box? Enter it into the "Search by name" field, or search by country to find it. You'll be directed to your library's proxy server to log in, then returned to JSTOR with your full institutional access'. Below the search by name field is a 'Search' button. At the bottom of the page is a footer with navigation links and copyright information.

Login to JSTOR

Login with a MyJSTOR Account ⓘ

MyJSTOR Username

MyJSTOR Password

Stay logged in

This is not recommended for shared computers.

Your use of the Archives indicates your acceptance of JSTOR's [Terms and Conditions](#).

[Login](#)

[Register](#) for MyJSTOR

[Forgot your username or password?](#)

Login via an institution ⓘ

Are you in Colorado?

- Colorado State University, Fort Collins [Login](#)
- University of Northern Colorado [Login](#)
- University of Denver [Login](#)
- University of Colorado, Boulder [Login](#)

[Show more](#)

Don't see your school?

Search by name:

University of Toro

- University of Toronto, Toronto
- University of Toronto, Mississauga

Or, search by country:

- United States
- United Kingdom
- Canada
-
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antigua and Barbuda

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Information for Librarians

JSTOR provides access to usage statistics from 2010 to the present.

- » JSTOR provides a robust set of usage reports, including COUNTER-compliant reports for both journals and books, as well as more detailed JSTOR usage reports.
- » Access to the JSTOR usage statistics reporting tool is managed via a MyJSTOR account on www.jstor.org. In order to be set up as an administrator for your institution, you will need to contact JSTOR Support (support@jstor.org).
- » Reports are accessed from the MyJSTOR menu when logged into www.jstor.org.
- » Librarians with administrative access to usage statistics reports may manage staff access to usage statistics, schedule recurring reports, and email or export reports in a variety of formats.



Usage Statistics for Librarians

Log in to your administrative MyJSTOR account to obtain usage statistics reports.

JSTOR HOME SEARCH BROWSE MyJSTOR

Search

COUNTER | [Summary Usage](#) | [Journals Detailed Usage](#) | [Books Detailed Usage](#) | [Book Download Balance](#)

[Scheduled Reports](#)

CREATE A COUNTER REPORT

[Help](#)

Note: All fields are required.

1. Create a Report for JSTOR
2. Select Report type
 - Journal Report 1
Number of Successful Full-Text Article Requests by Month and Journal
 - Journal Report 1a
Number of Successful Full-Text Article Requests from an Archive by Month and Journal
 - Journal Report 1b (Not a COUNTER report)
Number of Successful Full-Text Article Requests for Current Subscriptions by Month and Journal
 - Book Report 2
Number of Successful Section Requests by Month and Title
 - Book Report 3
Number of Turnaways by Month and Title
 - Book Report 4
Number of Turnaways by Month and Service
 - Database Report 3
Total Searches and Sessions by Month and Service
3. Select Year
2013
4. Include Partial Month
 (Select to include data for current month)


Save & Continue

Logout Help Contact Us About
Welcome Kristen Garlock
0 saved citation

Your access to JSTOR provided by the University of Michigan University Library. Need help? [Ask Us!](#)

Looking for previous year reports for Current Scholarship titles?
Past year reports are available upon request for titles that joined JSTOR's Current Scholarship Program in 2011. Contact [User Services](#) for assistance.

NEW: JR1a and JR1b Reports
Journal Report 1a and Journal Report 1b are new reports. Journal Report 1b reflects use of content included in the Current Scholarship Program. For more information, please see the [Usage Statistics Help Documentation](#).



When you are authenticated to JSTOR through your institution, you have access to lists of content available at your institution. There are two format options:

- » Collections Available at My Institution ([html](#))
- » Titles Available at My Institution ([delimited list download](#))

To view the definitions of the descriptive headers in the delimited list, please review [this guide](#). If you have any additional questions about content available at your institution, please contact JSTOR Support for assistance.



JSTOR encourages the use of links to facilitate access to the content on the platform.

- » Inbound links: All content has a stable URL that can be found in the Browse and Search interfaces of JSTOR's website as well as on the Article Information page.
- » Outbound links: JSTOR supports OpenURL linking for all content. To activate OpenURL links for your institution, please send the following information to JSTOR User Support:
 - + The Base URL for your linking server (for example, <http://sfxserver.uni.edu/sfxmenu>, <http://ab12cd34ef.search.serialssolutions.com/>)
 - JSTOR also supports the use of a custom button for OpenURL linking. Contact Support for more information.

A complete [Discovery + Linking guide](#) is available on the JSTOR Help & Support site.



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Thank you!

For assistance at any time, visit [Help & Support](#)
or contact [JSTOR User Services](#).