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
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.
How does JSTOR work?

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.
Using JSTOR: Searching
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 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

18,406 Search Results

"consumer behavior"

Modify Search Search Help

Use the sorting options to sort by relevance or publication date

All Results Journals Books Pamphlets

All Content Content I can access Relevance Newest Oldest

Citation Tools Save Email Export Track

Select/Unselect All

The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies
Deborah J. MacInnis, Valerie S. Folkes
Journal of Consumer Research, Vol. 36, No. 6 (April 2010)

...our field: (1) whether consumer behavior should be an independent discipline (Belk 1984; Deighton 2007; Hirschman 1986; Holbrook 1985, 1997; 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; Sheeh 1982; Simonson et al..."

Alert Me About New Articles
Weekly SAVE

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

Quick access to a PDF version of the article
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

18,406 Search Results

"consumer behavior"

Use the sorting options to sort by relevance or publication date

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

Quick access to a PDF version of the article
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.
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.

### Saved Citations

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Date Saved</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microfinance Games</td>
<td>11/19/2013</td>
<td>Journal</td>
</tr>
<tr>
<td>Xavier Giné, Pamela Jakiela, Dean Karlan and Jonathan Morduch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010), pp. 80-95</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What Has Happened to the US Labor Movement? Union Decline and Renewal</td>
<td>10/24/2013</td>
<td>Journal</td>
</tr>
<tr>
<td>Dan Clawson and Mary Ann Clawson</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Using JSTOR on a mobile device

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”

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

For assistance at any time, visit Help & Support or contact JSTOR User Services.