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Using JSTOR

September 2014

Presentation Agenda

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.

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.
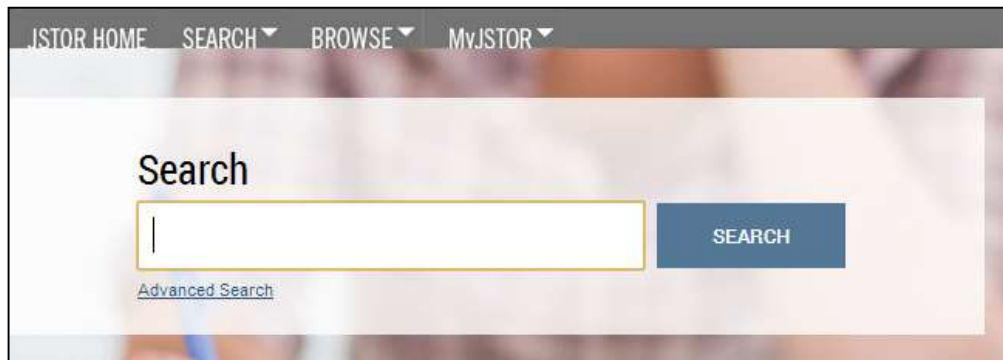
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Using JSTOR: Searching

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.

Basic Search Tips

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

Advanced Search Tips

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 ▾

Login Help Contact Us About

18,406 Search Results

"consumer behavior"   **SEARCH**

☐ Search within results   Modify Search   Search Help

| All Results | Journals | Books | Pamphlets |

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

Use the sorting options to sort by relevance or publication date

Your access to JSTOR provided by JSTOR

SAVE THIS SEARCH
Search Name

[   ]

Alert Me About New Articles

[Weekly   ▾]   **SAVE**

Journal

☐ 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

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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Journal

☐ Advertising and Consumer Behavior
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...

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 ▼

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18,406 Search Results

"consumer behavior"   **SEARCH**

Your access to JSTOR provided by JSTOR

☐ **Search within results**   Modify Search   Search Help

SAVE THIS SEARCH

Search Name

| **All Results** | Journals | Books | Pamphlets |

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

Alert Me About New Articles

Weekly ▼   **SAVE**

Citation Tools 💾 Save ✉ Email 🔄 Export 🕐 Track   « Previous Page 1 of 737 Next »

☐ Select/Unselect All

Use the sorting options to sort by relevance or publication date

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Journal

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

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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

JSTOR HOME   SEARCH ▾   BROWSE ▾   MyJSTOR ▾

Login   Help   Contact Us   About

« Back to Search Results

[In This Issue ▾]   Search

The American Historical Review > Vol. 74, No. 1, Oct., 1968 > Smuggling and the E

> Download a PDF version of the article and use the tools to manage citations.

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
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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.

Tools

- ▤ View PDF
- ▢ View Citation
- ☑ Email Citation
- ↴ Export Citation
- ▣ Save Citation
- ◷ Track Citation

« Previous Item | Next Item »

Smuggling and the British Tea Trade before 1784

HOH-CHEUNG and LORNA H. MUI

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-

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...

Organizing Research with MyJSTOR

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 <u>register for a free MyJSTOR account</u>.

MyJSTOR

My JSTOR

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 ⓘ

« 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 ▼) GO |

☐ Select/Unselect All

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

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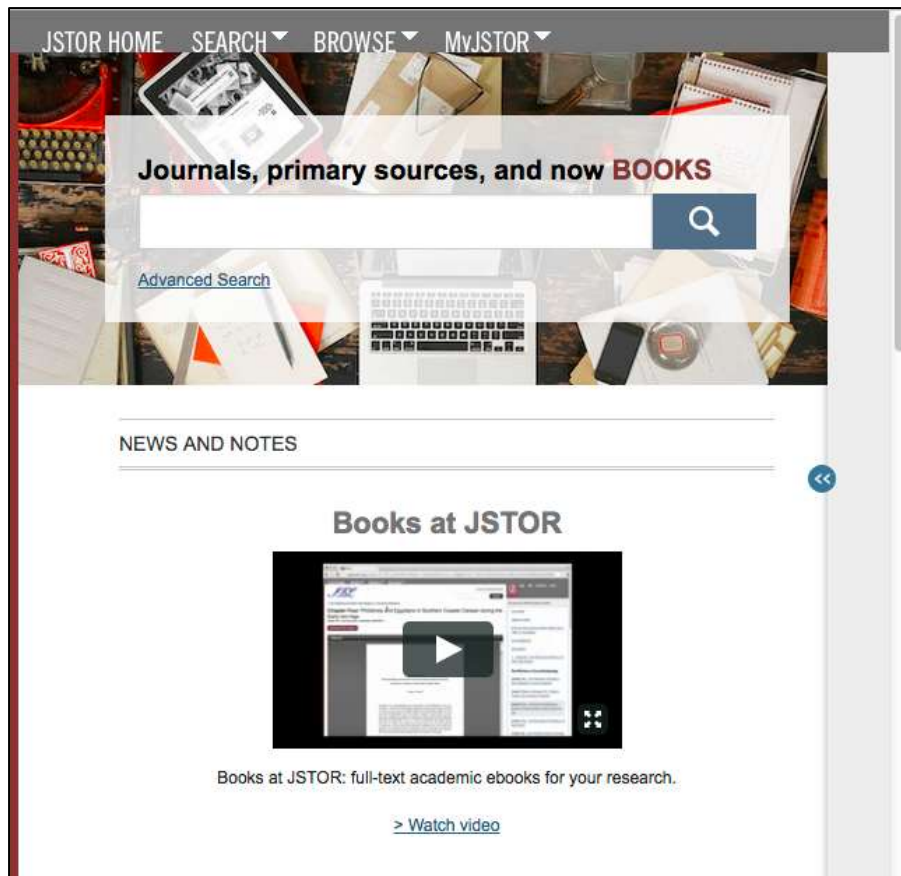
Using JSTOR on a mobile device

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.
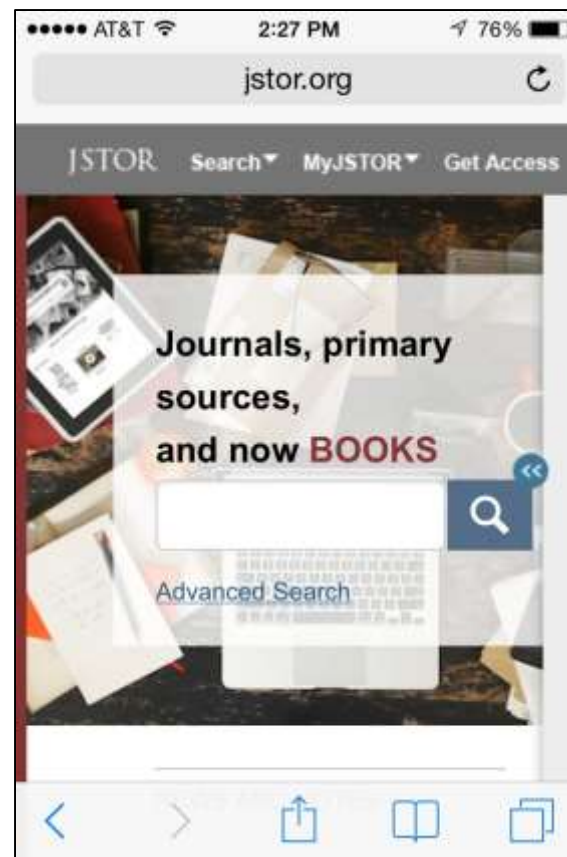
JSTOR is mobile friendly

JSTOR on a tablet

JSTOR on a smartphone

Off-campus access

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"

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Information for Librarians

Usage Statistics

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 ▾

Logout   Help   Contact Us   About

Welcome Kristen Garlock
0 saved citation

[Search field]   **Search**

COUNTER | Summary Usage | Journals Detailed Usage | Books Detailed Usage | Book Download Balance

Your access to JSTOR provided by the University of Michigan University Library. Need help? Ask Us!

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

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.

Institutional Holdings Lists

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.

Discovery Services and Link Resolvers

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.