Using JSTOR

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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.
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”
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.
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 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:

...our field: (1) whether consumer behavior should be an independent discipline (Blok 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 1970; Sheth 1982; Simonson et al. ...}

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.
Article View Page

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

Check the summary page for abstracts and references.

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

SMUGGLERS have a secure place in adventure stories, and the difficulties in which the East India Company found itself in the 1790’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 realm of romance to the workaday busi...
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.
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 JSTOR 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
Thank you!