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 - Searching JSTOR
 - Format of the journal content
 - Using a MyJSTOR account to organize research
 - Linking to content on JSTOR
3. Usage Statistics
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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.

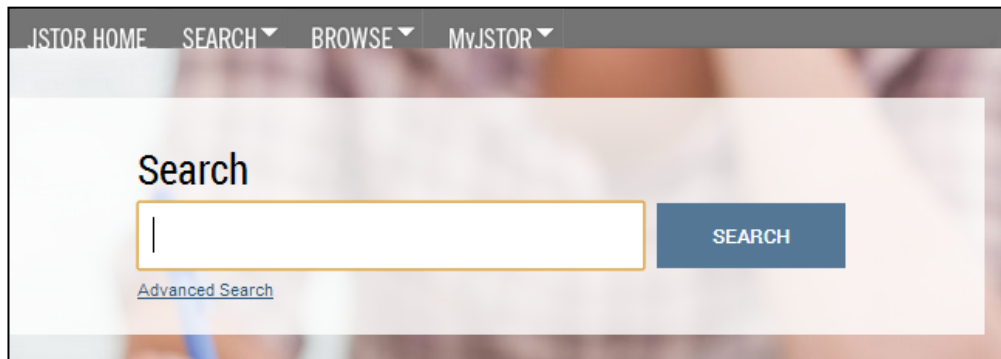
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Using JSTOR: Searching

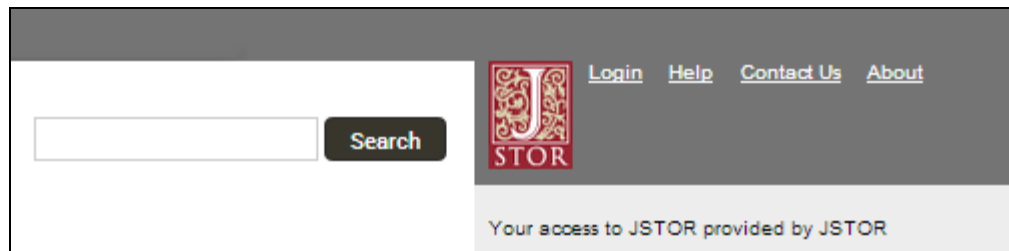
The Basic Search Form

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



A screenshot of the JSTOR main page search form. At the top, there is a navigation bar with links for "JSTOR HOME", "SEARCH", "BROWSE", and "MyJSTOR". Below this, the word "Search" is displayed in a large font. Underneath "Search" is a text input field with a vertical cursor on the left, and a blue button labeled "SEARCH" to its right. Below the input field is a link for "Advanced Search".

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



A screenshot of the JSTOR search form on a secondary page. The search form consists of a text input field and a dark grey button labeled "Search". To the right of the search form is the JSTOR logo, which features a large, ornate letter 'J' above the word "STOR". To the right of the logo are links for "Login", "Help", "Contact Us", and "About". Below the search form and logo is a footer that reads "Your access to JSTOR provided by JSTOR".



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 collage shows four overlapping screenshots of the JSTOR search interface. Each screenshot displays the top navigation bar with 'JSTOR HOME', 'SEARCH', 'BROWSE', and 'MyJSTOR' menus, along with a 'JSTOR' logo and links for 'Login', 'Help', 'Contact Us', and 'About'. Below the navigation is a 'Search' section with a search input field and a 'SEARCH' button. The search queries shown are: 1. '"customer relationship management"' 2. 'microfinance OR microcredit' 3. 'au:"Albert Einstein"' 4. A 'Test drive our new search' section with an empty search input field and a 'SEARCH SMARTER' button. On the left side of the screenshots, there are 'BROWSE BY' and 'BROWSE BY SUBJECT' sections with a list of subjects and their corresponding title counts.

Search

"customer relationship management" **SEARCH**

[Advanced Search](#)

Search

microfinance OR microcredit **SEARCH**

[Advanced Search](#)

Search

au:"Albert Einstein" **SEARCH**

[Advanced Search](#)

Test drive our new search

SEARCH SMARTER

BROWSE BY

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

BROWSE BY SUBJECT

- 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**

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

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

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

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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

JSTOR HOME SEARCH BROWSE MyJSTOR

« Back to Search Results

In This Issue Search

The American Historical Review > Vol. 74, No. 1, Oct., 1968 > 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>

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« 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

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-

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[1 Item Cites this Item](#)
[Items by Hoh-Cheung](#)
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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

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Search Alerts

Shelf

JPASS Downloads

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Sort by: Date saved (newest to oldest)

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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.
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10/24/2013

Journal

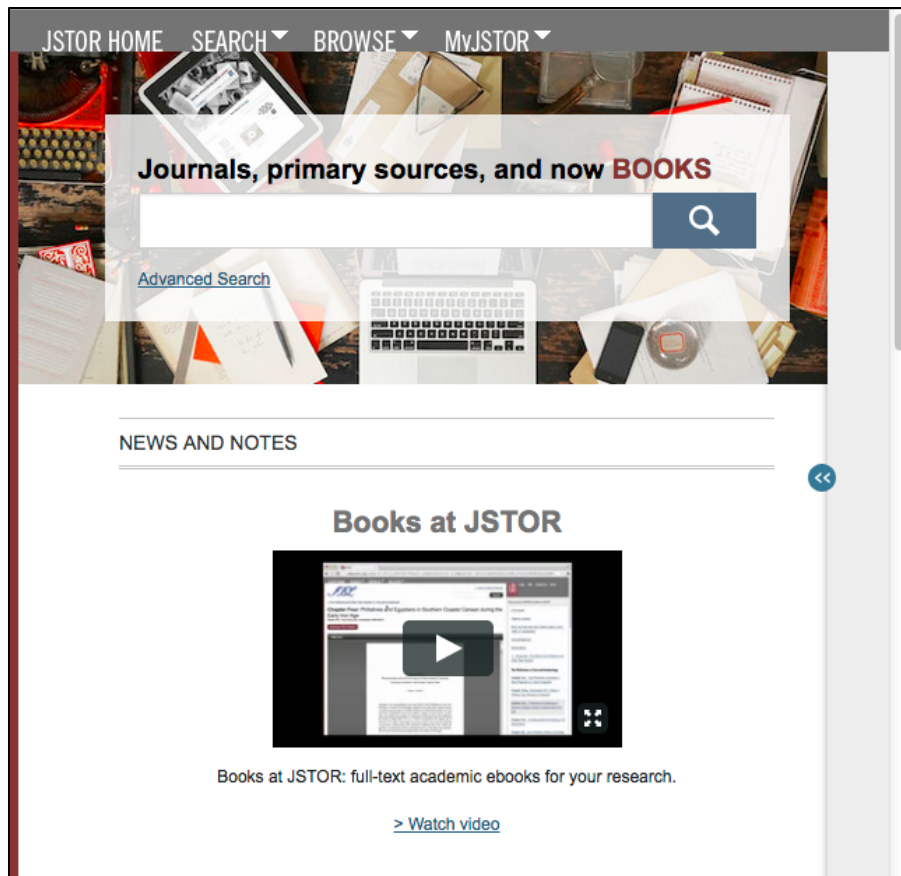
JSTOR is mobile-friendly.

- » 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.

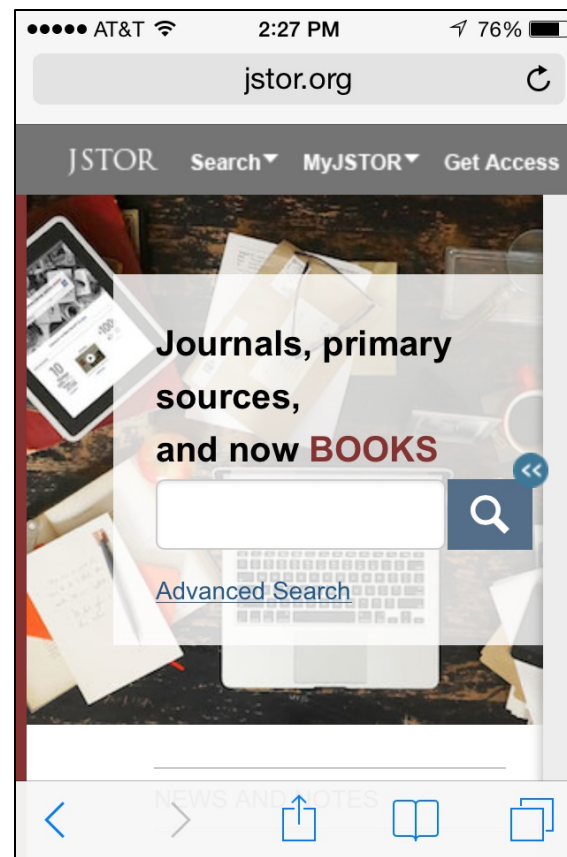


JSTOR is mobile friendly

JSTOR on a tablet



JSTOR on a smartphone



Off-campus login via “Institution Finder”

The screenshot shows the JSTOR login interface. At the top, there are navigation links: JSTOR HOME, SEARCH, BROWSE, and MyJSTOR. A search bar is located at the top right. The main content area is divided into two columns. The left column is titled 'Login to JSTOR' and contains options for logging in with a MyJSTOR account or via an institution. The right column features the JSTOR logo and navigation links (Login, Help, Contact Us, About). A callout box on the right side of the page provides instructions: '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'. The 'Login via an institution' section includes a search box with 'University of Toro' entered, a dropdown menu showing 'University of Toronto, Toronto' and 'University of Toronto, Mississauga', and a 'Search' button. Below this is a 'Search by country' dropdown menu with options like 'United States', 'United Kingdom', 'Canada', and others.

JSTOR HOME SEARCH BROWSE MyJSTOR

STOR Login Help Contact Us About

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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

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](#).