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Using JSTOR

May 2016



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What is JSTOR?

What is JSTOR?

JSTOR is a digital library of more than 2,000 academic journals, 40,000 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.



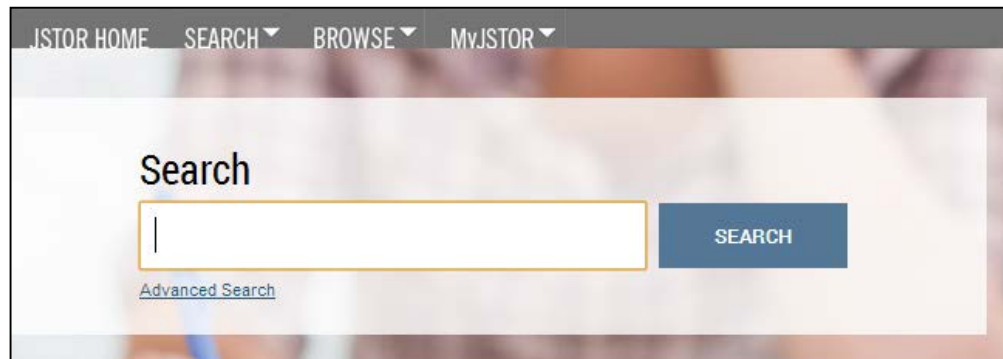
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Using JSTOR: Searching

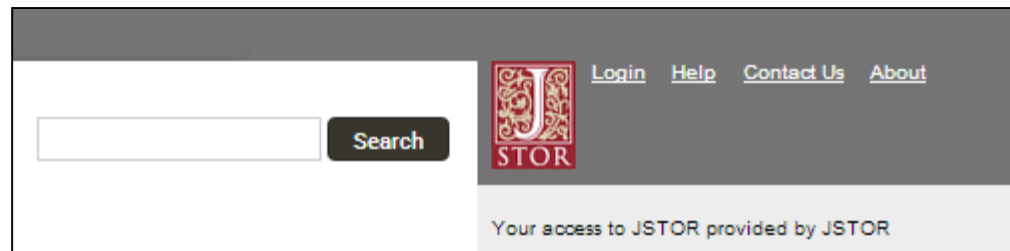
The Basic Search Form

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



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 form is located in the top-left corner of the page content area. It 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, there 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**”



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 article search in specific disciplines and titles using checkboxes.

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. Display options allow you to choose 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 choosing the “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 “Download PDF” to immediately obtain a copy of the article.



Search Results

18,979 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

Export Selected Citations

« Previous Page 1 of 760 Next »

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), pp. 899-914

[Journal]

...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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Cite This Item

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

How to Construct a Test of Scientific Knowledge in Consumer Behavior

John R. Rossiter

Journal of Consumer Research, Vol. 30, No. 2 (September 2003), pp. 305-310

[Journal]

...in **consumer behavior** be constructed? Armstrong, in this journal (September 1991), pioneered the difficult task of constructing a test of this type. But the test produced disturbing results that demand a re-inquiry. According to this test, herein referred to as the Armstrong Test, experts in **consumer behavior** — **consumer behavior** academics...

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

- » Buttons provide options to view and download a PDF, as well as support for copying & pasting and exporting citations.
- » For journal articles:
 - The “References” tab 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.
- » For books:
 - The book view page contains the table of contents and introductory text snippets for each chapter in the book, as well as an easy “Download PDF” buttons to obtain DRM-free copies of chapters.

Article View Page

JSTOR HOME SEARCH BROWSE MyJSTOR

penn state university press

In This Issue

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[Utopian Studies](#) > [Vol. 5, No. 2, 1994](#) > [Social Education—Bri...](#)



Social Education—Bridging Between Education and Social Systems: Owen's Utopian Education and Kibbutz Education Today—A Comparison

YUVAL DROR
Utopian Studies
Vol. 5, No. 2 (1994), pp. 87-102

Published by: [Penn State University Press](#)
Stable URL: <http://www.jstor.org/stable/20719315>
Page Count: 16

Download a PDF version of the article or view all citation management options.

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-

Check the References tab for abstracts and references.

- Article
- Thumbnails
- References

[« Previous Item](#) | [Next Item »](#)

When following a link to an article view page from a list of search results, use the View Results link to see a list of pages that contain your search terms.

Viewing page [87] of pages 87-102

Your search term occurs 14 times in this item. [View Results](#)

ARTICLES ON THE KIBBUTZ

Social Education—Bridging Between Education and Social Systems: Owen's Utopian Education and Kibbutz Education Today—A Comparison

YUVAL DROR



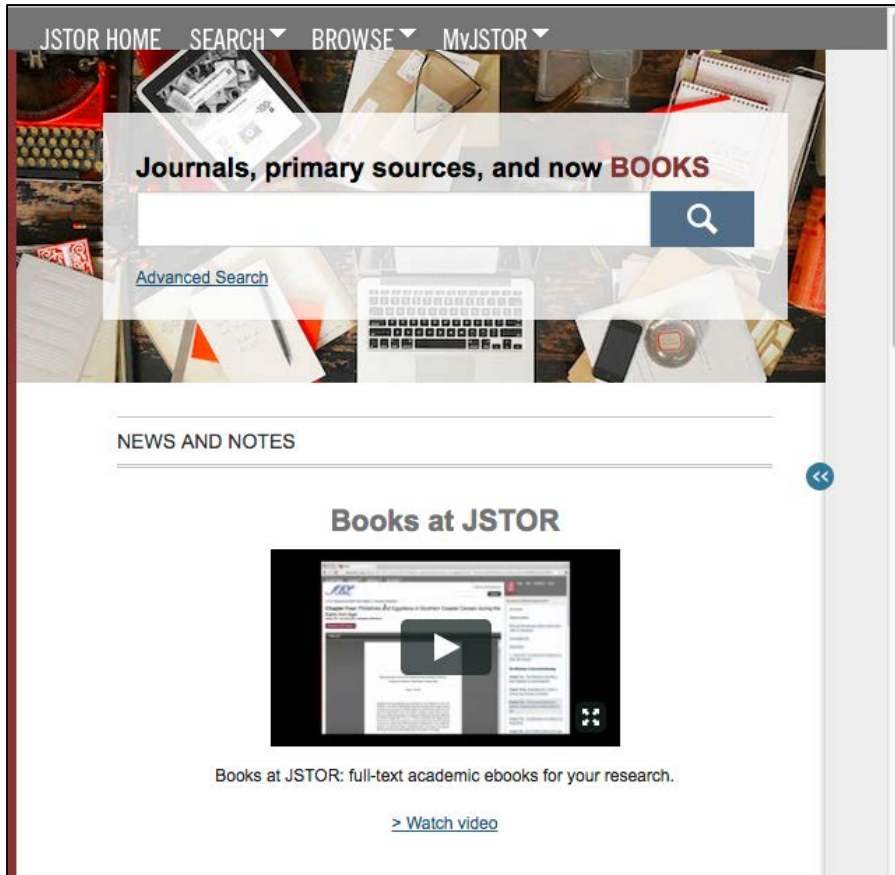
JSTOR is mobile-friendly.

- » 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.

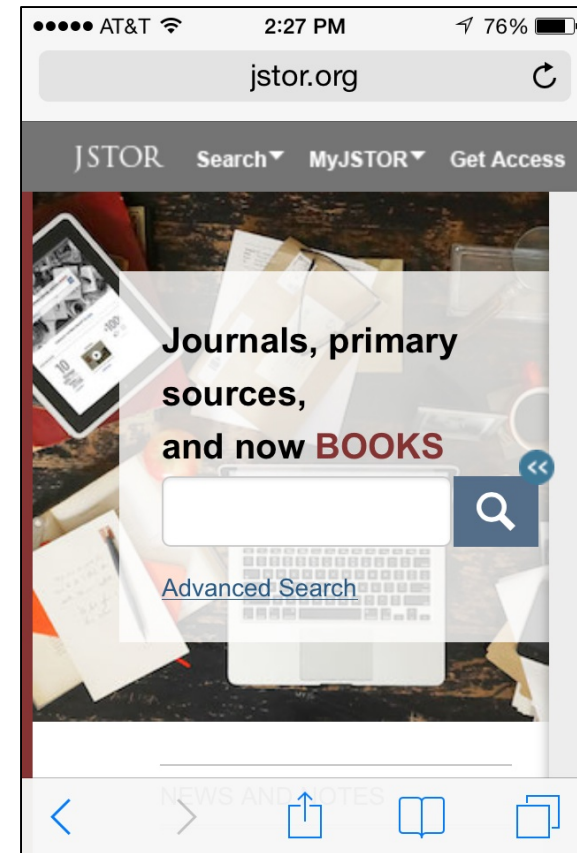


JSTOR is mobile friendly

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 interface. At the top, there are navigation links: 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 sections: "Login with a MyJSTOR Account" and "Login via an institution".

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 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

[Search](#)

Callout Box: 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

Footer: JSTOR Home About Search Browse Terms and Conditions Privacy Policy Cookies Accessibility Help Contact us

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Thank you!

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