



October 3, 2013

# NEICON – JSTOR Participation in Russia History and New Opportunities

# OUR ORGANIZATION

Transformative uses of new technologies in higher education



- **Ithaka S+R** is a research and consulting service that focuses on the transformation of scholarship and teaching in an online environment, with the goal of identifying the critical issues facing our community and acting as a catalyst for change.



- **JSTOR** is a research platform that enables discovery, access, and preservation of scholarly content.



- **Portico** is a digital preservation service for e-journals, e-books, and other scholarly e-content.

PORTICO



# SCALE, EXPERIENCE AND PARTICIPATION

<b>542,102,862</b>	<b>significant accesses</b>
<b>50,683,877</b>	<b>digitized pages</b>
<b>8,621,860</b>	<b>digitized articles</b>
<b>2,529,769</b>	<b>MyJSTOR accounts</b>
<b>120,269</b>	<b>Facebook fans</b>
<b>12,422</b>	<b>Linear feet of shelf space</b>
<b>17,868</b>	<b>Twitter followers</b>
<b>8,055</b>	<b>participating libraries</b>
<b>2,053</b>	<b>journals</b>
<b>1,014</b>	<b>participating publishers</b>
<b>167</b>	<b>countries</b>
<b>67</b>	<b>disciplines</b>

# NEW FROM JSTOR: GLOBAL PLANTS

Global Plants is a comprehensive database of plant type specimens and complementary content



- » Collections of more than 270 herbaria from 70 countries
- » More than two million plant type specimens and other foundational materials – the largest in the world
- » Built through the Global Plants Initiative (GPI), an international partnership wherein herbaria and JSTOR work together to create a shared database of information and images of plants worldwide



# NEW FROM JSTOR: BUSINESS IV



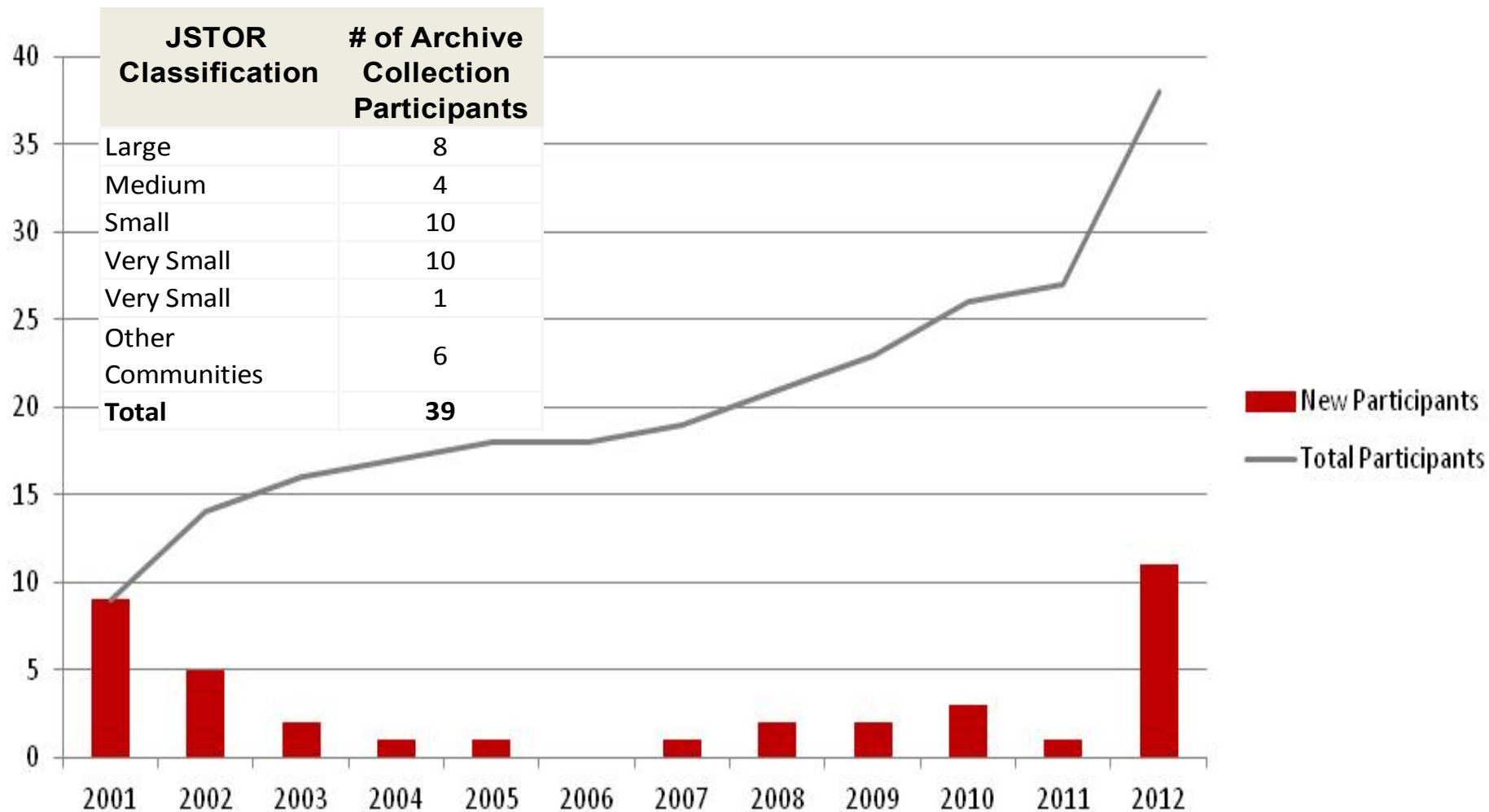
- » Minimum of 50 strategic journals
- » Core disciplines of **economics**, **finance**, **management**, **labor and employment relations**, and **statistics**
- » Microeconomics fields such as **behavior** and **health economics**
- » Areas of management such as **supply chain management** and **operations research**.
- » Broad **international** scope, featuring journals from Germany, France, the Netherlands, Italy, Spain and beyond
- » No overlap with any other JSTOR archive



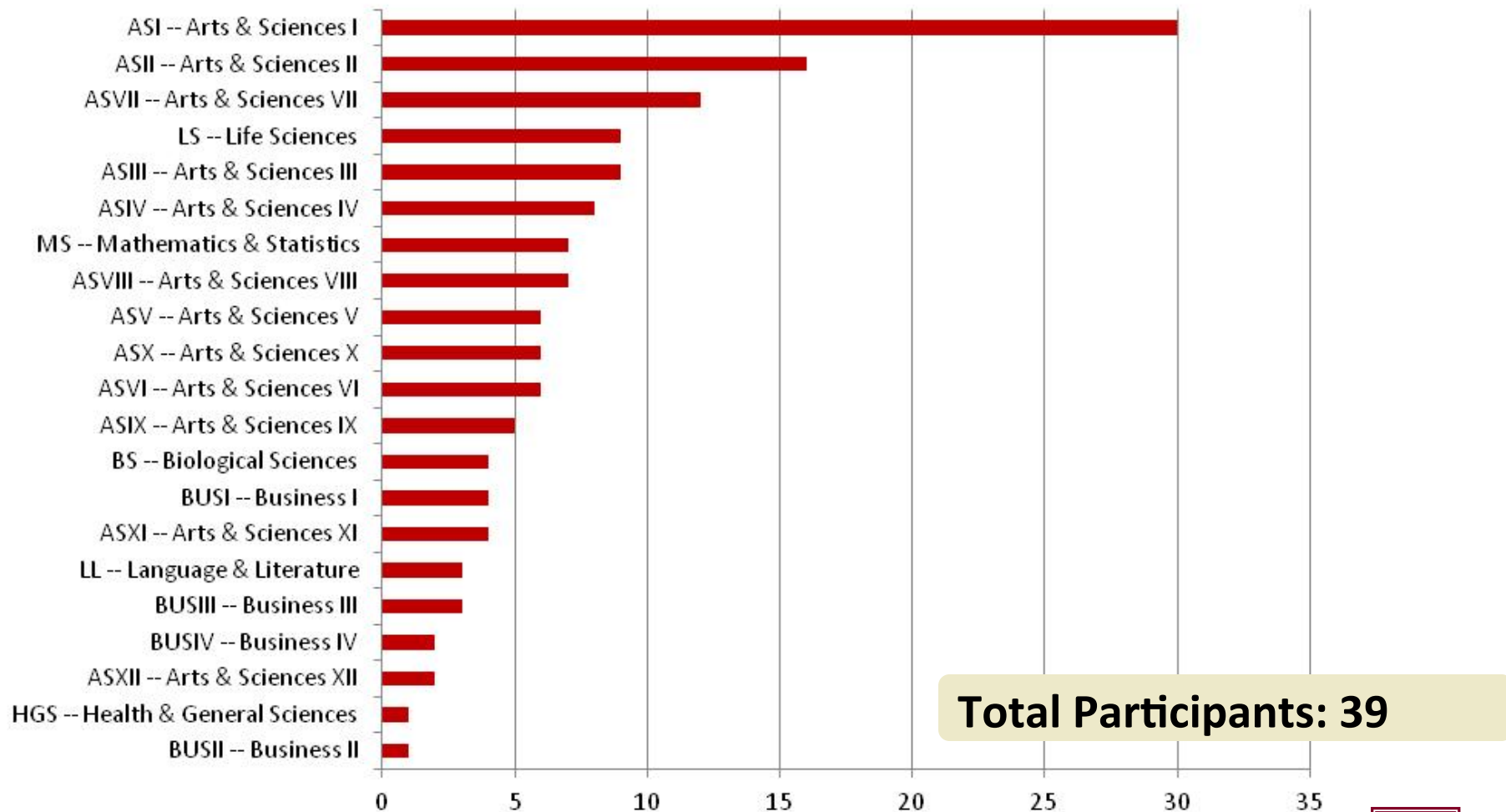
# NEICON JSTOR PARTICIPATION



# NEICON PARTICIPATION OVER TIME



# NEICON ARCHIVE PARTICIPATION BY COLLECTION





# JSTOR VALUE

**No increase in fees** since JSTOR began 16 years ago, even as journal prices increased an average of 7% per year from 2003-2010

**Continuous growth in content:** the Arts & Science I Collection started at 2 million pages and now includes over 6 million pages

Cost per Use	NEICON Consortium	DfG (Germany)	ANKOS (Turkey)	CRKN (Canada)	CONCERT (Taiwan)
Cost per download	\$0.76	\$0.65	\$0.50	\$0.42	\$0.91

Compared to average cost per download of \$7.57 for publisher journal packages, and \$2.26 for full-text aggregations.<sup>1</sup>

<sup>1</sup>Patrick Carr, Head of Electronic and Cont. Resource Acquisitions, East Carolina University. "Assessing Return on Investment for e-Resources: A Cross-Institutional Analysis of Cost-per-Use Data." ALA Midwinter 2011.





**NEICON JSTOR ACCESS**



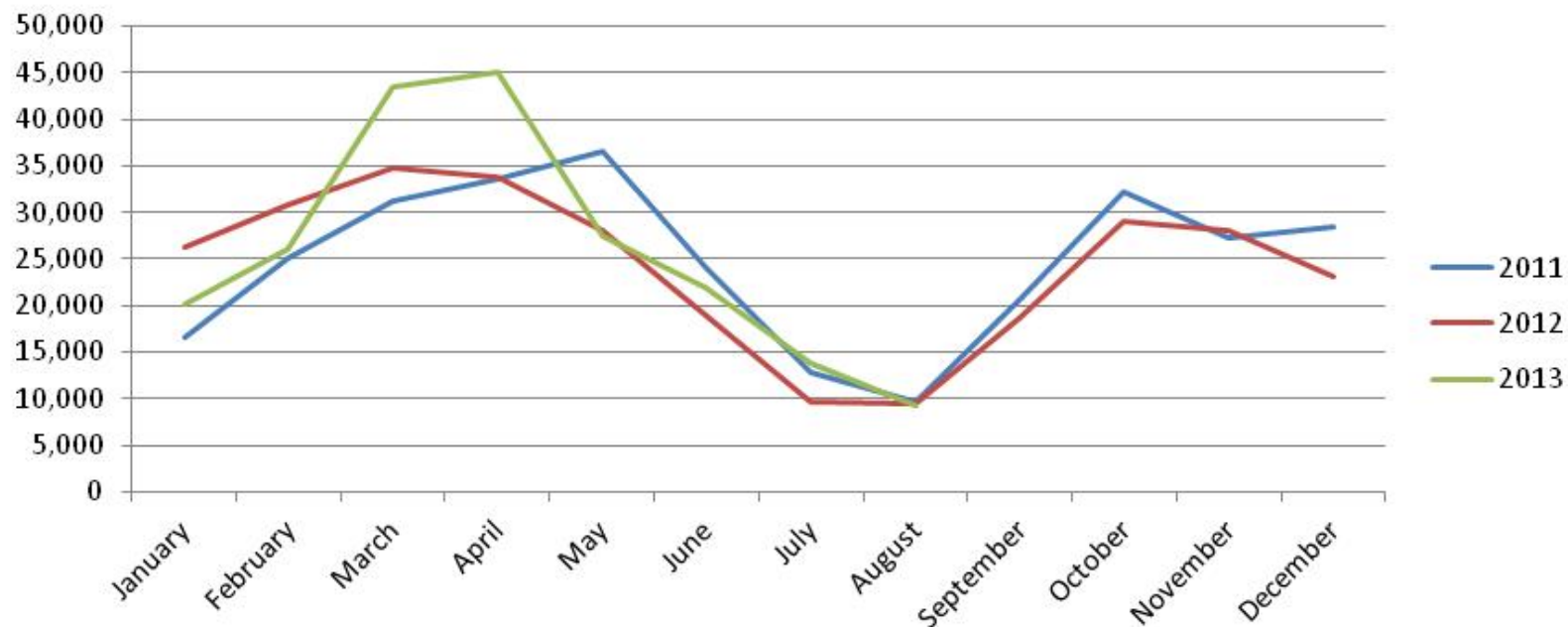
# SIGNIFICANT ACCESSES

Significant Access	2011	2012	2013 (6 months)	2013 Projection
Article views	118,534	117,378	76,498	152,996
Page views (excl first)	136,243	116,390	64,480	128,960
PDF downloads	167,594	147,844	91,385	182,770
Browse	69,209	62,364	22,712	45,424
Search	198,735	197,854	128,983	257,966
<b>Total</b>	<b>690,315</b>	<b>641,830</b>	<b>384,058</b>	<b>768,116</b>

***Significant Access** is the sum of Article Views, Page Views (excluding the first), PDF Downloads, Searches, and Browse*

# COUNTER CR1

% Change from 2011 to 2012 = -2.62%



**COUNTER** statistics reflect the number of successful full-text article requests by month and journal. The metrics that drive into this are Article Views and PDF downloads, excluding Article Views and PDF Downloads of the same item in the same session if occurring within 30 minutes of a previous View of the same item, or 30 seconds of a previous Download of the same item.



## NEICON SESSION REFERRER SOURCES

Referrer	2011	2012	Jan-Jun 2013
www.jstor.org	25,219	43,653	28,288
82.179.249.32	12,224	14,711	10,188
library.hse.ru	11,663	10,723	6,182
www.google.ru	6,009	7,711	4,300
ez.eu.spb.ru	2,042	3,080	2,118
linksource.ebsco.com	1,561	2,297	1,737
scholar.google.ru	90	2,062	1,781
www.econ.msu.ru	2,142	1,927	1,212
cufts.library.spbu.ru	1,381	1,369	645
www.hse.perm.ru	1,616	1,301	91
Total Sessions	81,748	102,880	66,183

**Referrers** reflect the origin or referring URI associated to a link in to JSTOR

Sessions referrers show the number of sessions associated to each source of traffic to the JSTOR platform

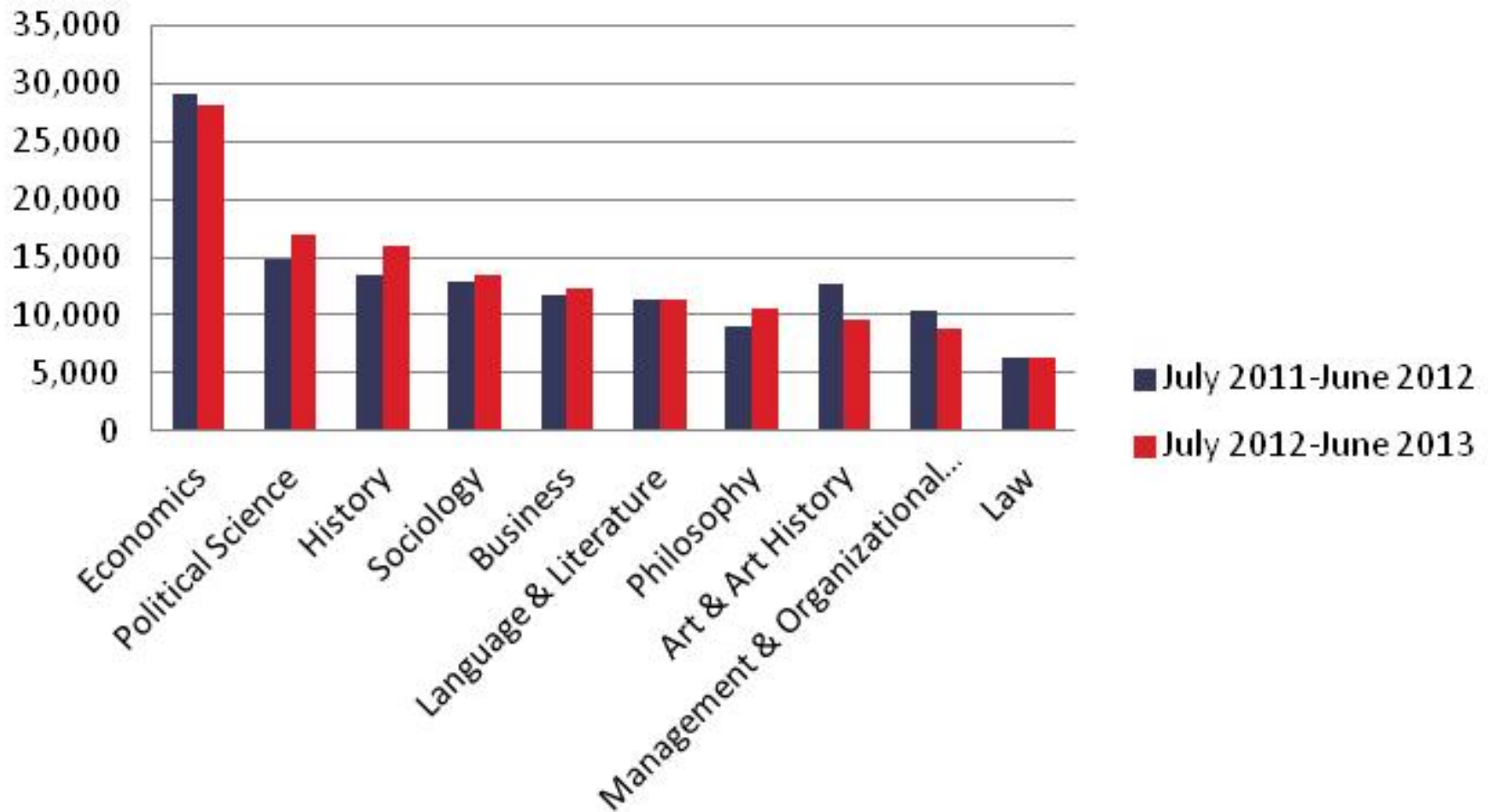
A full list of referrers is available upon request.



A person wearing a blue and white horizontally striped sweater is holding a white tablet. Their hands are positioned over the tablet, with fingers slightly curled. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text 'NEICON JSTOR USAGE' in a bold, dark red, sans-serif font. The background is softly blurred, showing what appears to be an indoor setting with a window on the right.

# NEICON JSTOR USAGE

# DISCIPLINES WITH MOST NEICON USAGE IN JSTOR ARCHIVE COLLECTIONS



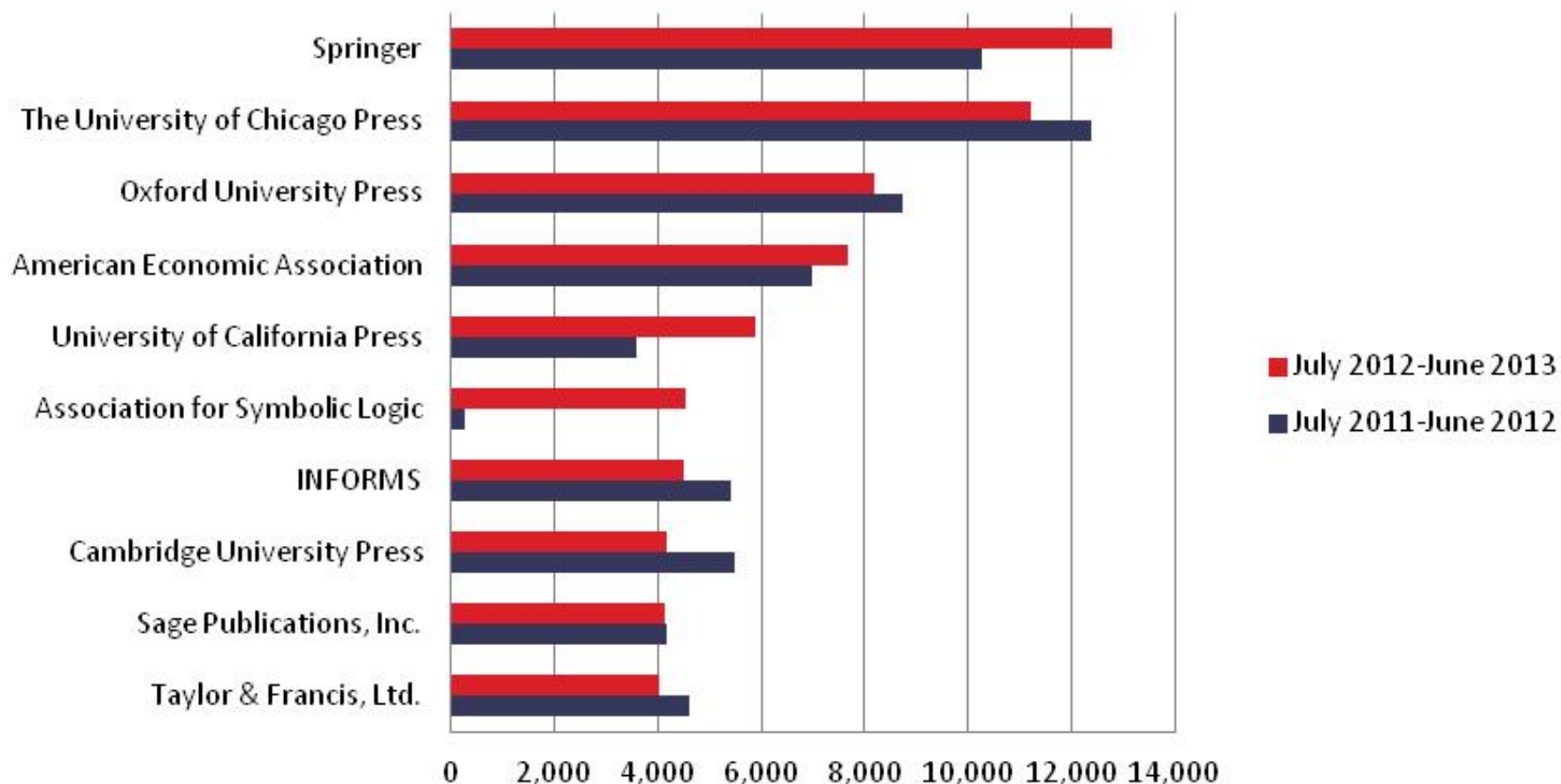
■ July 2011-June 2012  
■ July 2012-June 2013



*One access is recorded when any one of the following access types occurs: Article Views, PDF Downloads, and Citation Captures. A citation capture is exporting to a citation manager tool, emailing a citation, or saving to a user's MyJSTOR account.*

# PUBLISHERS WITH MOST NEICON USAGE IN JSTOR ARCHIVE COLLECTIONS

Jul. 2012 – Jun. 2013



One access is recorded when any one of the following access types occurs: Article Views, PDF Downloads, and Citation Captures. A citation capture is exporting to a citation manager tool, emailing a citation, or saving to a user's MyJSTOR account.

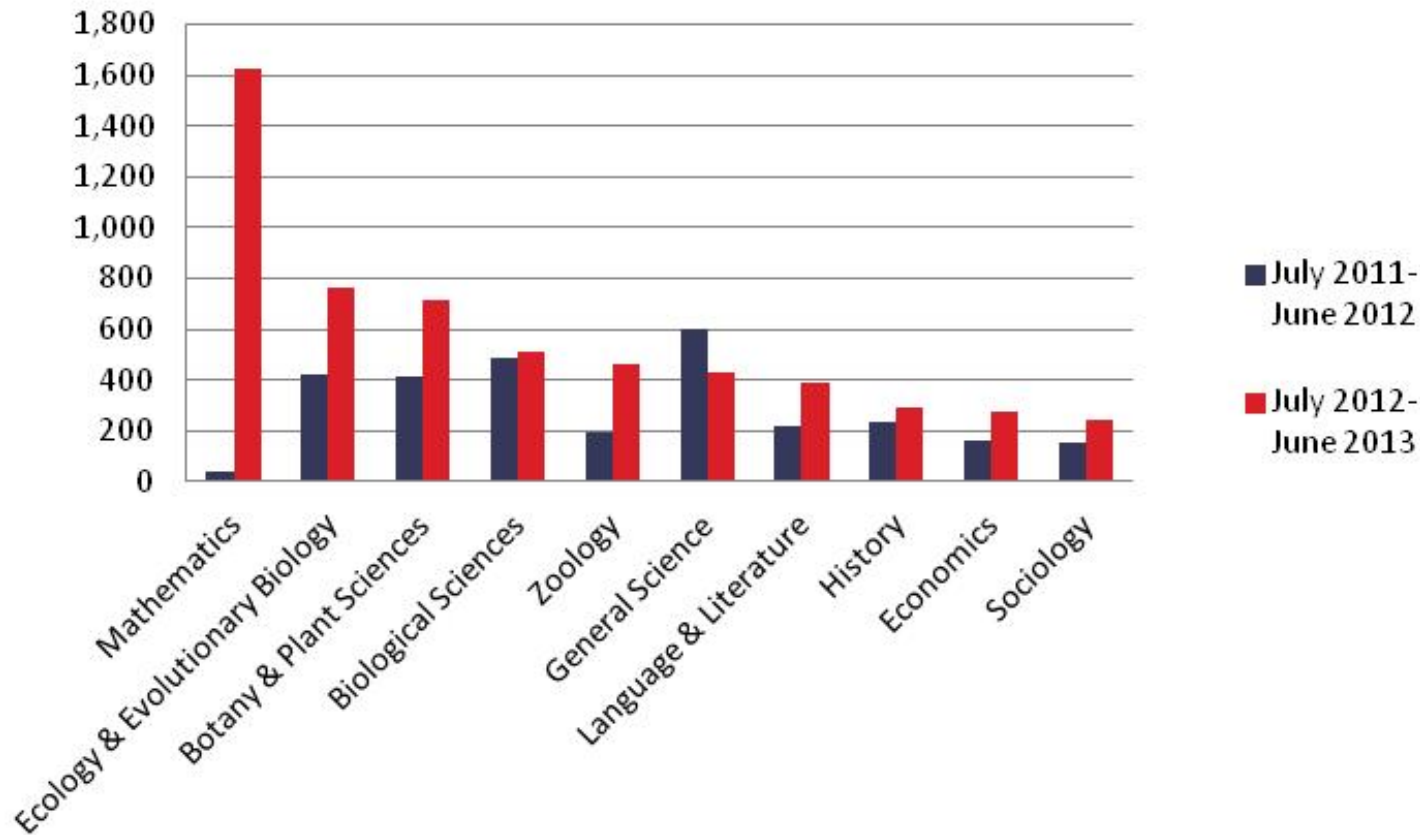


# JOURNALS WITH MOST NEICON USAGE IN JSTOR ARCHIVE COLLECTIONS

July 2012 – June 2013

Journal	# Accesses	Discipline	Publisher
<i>The American Economic Review</i>	10,444	Economics	American Economic Association
<i>The Journal of Finance</i>	4,697	Finance	American Finance Association;Wiley
<i>Management Science</i>	4,134	Management & Organizational Behavior	INFORMS
<i>Econometrica</i>	4,133	Economics	The Econometric Society
<i>Zeitschrift für Papyrologie und Epigraphik</i>	4,110	Classical Studies	Dr. Rudolf Habelt GmbH, Bonn (Germany)
<i>The Journal of Symbolic Logic</i>	3,906	Philosophy	Association for Symbolic Logic
<i>Slavic Review</i>	3,719	Slavic Studies	Association for Slavic, East European, and Eurasian Studies
<i>Journal of Business Ethics</i>	3,637	Business	Springer
<i>Strategic Management Journal</i>	3,544	Management & Organizational Behavior	Wiley-Blackwell
<i>The Burlington Magazine</i>	3,298	Art & Art History	The Burlington Magazine Publications Ltd.
<i>American Sociological Review</i>	3,273	Sociology	American Sociological Association
<i>American Journal of Sociology</i>	3,252	Sociology	The University of Chicago Press
<i>The American Political Science Review</i>	3,099	Political Science	American Political Science Association
<i>Historia: Zeitschrift für Alte Geschichte</i>	2,921	History	Franz Steiner Verlag
<i>Transactions of the American Mathematical Society</i>	2,903	Mathematics	American Mathematical Society

# DISCIPLINES WITH MOST TURNAWAYS (ACCESS DENIED) IN JSTOR ARCHIVE COLLECTIONS

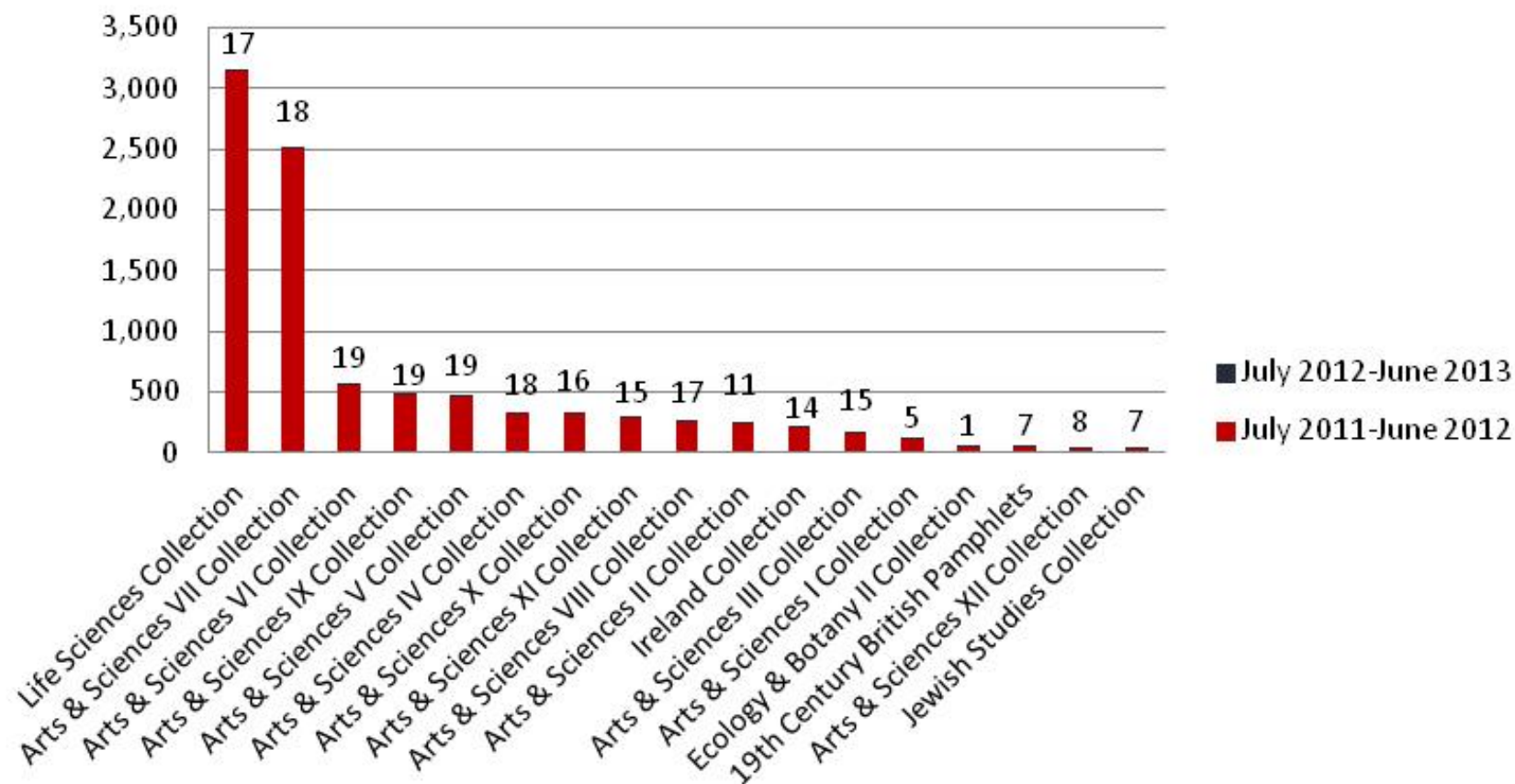


## Top 10 Disciplines in Archival Usage:

- 1 Economics
- 2 Political Science
- 3 History
- 4 Sociology
- 5 Business
- 6 Language & Literature
- 7 Philosophy
- 8 Art & Art History
- 9 Management & Organizational Behavior
- 10 Law

# TURNAWAYS BY JSTOR ARCHIVE COLLECTION

Jul. 2012 – Jun. 2013



# JOURNALS IN ARCHIVE COLLECTIONS ALSO AVAILABLE IN JSTOR CURRENT SCHOLARSHIP PROGRAM

Journal	Turnaway	Publisher	Discipline	Corresponding Archive Usage
<i>American Journal of Sociology</i>	155	The University of Chicago Press	Sociology	3,252
<i>Philosophy of Science</i>	128	The University of Chicago Press	History of Science & Technology	2,440
<i>Journal of Political Economy</i>	123	The University of Chicago Press	Economics	2,825
<i>Journal of Labor Economics</i>	116	The University of Chicago Press	Economics	394
<i>The American Naturalist</i>	97	The University of Chicago Press	Ecology & Evolutionary Biology	231
<i>Journal of Consumer Research</i>	86	The University of Chicago Press	Marketing & Advertising	661
<i>International Journal of Plant Sciences</i>	76	The University of Chicago Press	Botany & Plant Sciences	93
<i>The Journal of English and Germanic Philology</i>	44	University of Illinois Press	Language & Literature	195
<i>Journal of Law and Economics</i>	38	The University of Chicago Press	Law	823
<i>Physiological and Biochemical Zoology</i>	35	The University of Chicago Press	Biological Sciences	56
<i>The American Historical Review</i>	33	American Historical Association	History	2,011
<i>Publications of the Astronomical Society of the Pacific</i>	27	The University of Chicago Press	Astronomy	217
<i>Asian Survey</i>	26	University of California Press	Asian Studies	1,352
<i>The American Mathematical Monthly</i>	25	Mathematical Association of America	Mathematics	964
<i>Critical Inquiry</i>	22	The University of Chicago Press	Language & Literature	710

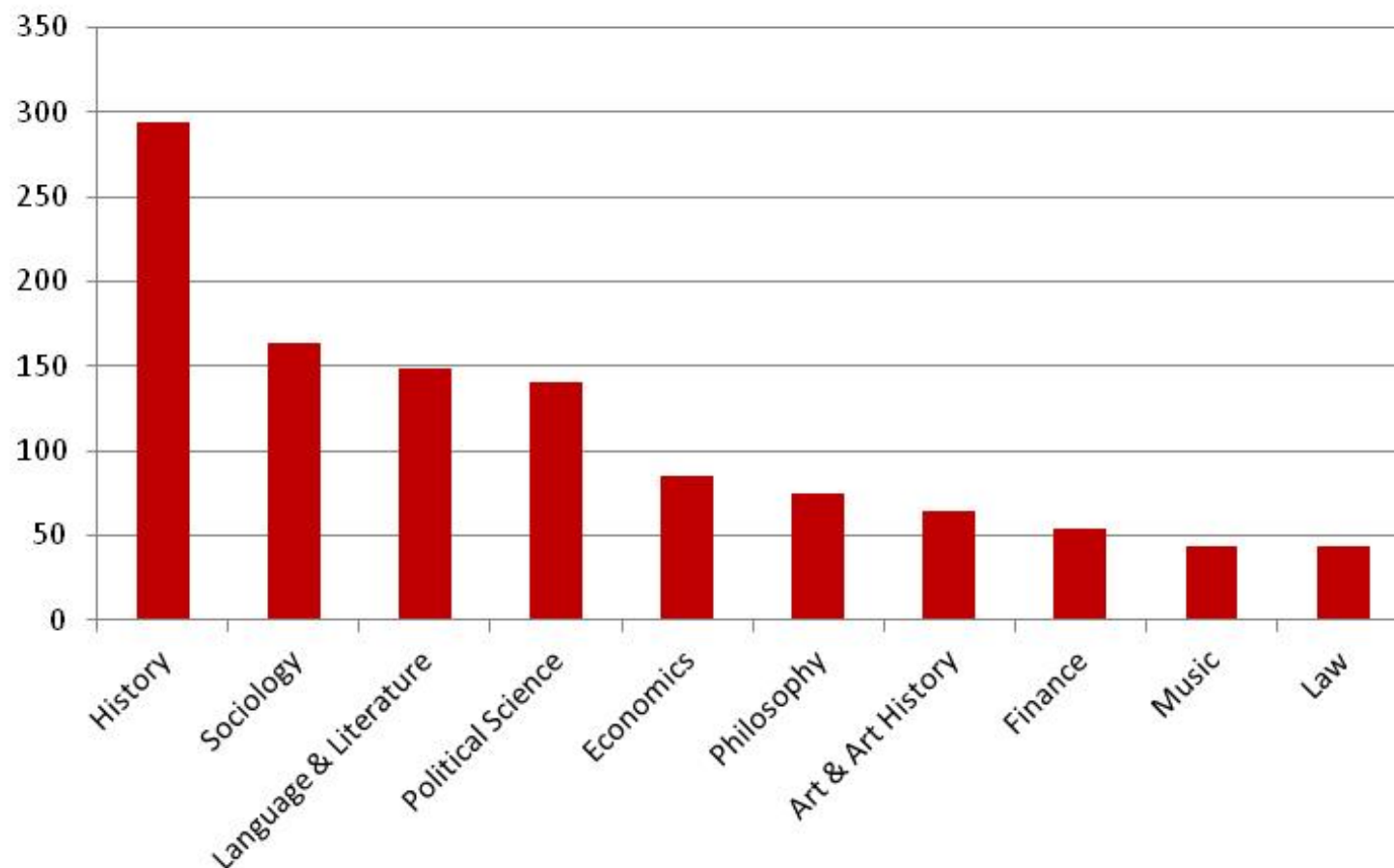
July 2012 – June 2013 – shows top 15 of the 268 journals whose current issues are available on JSTOR





# NEICON - BOOKS AT JSTOR

## TABLE OF CONTENTS VIEWS BY DISCIPLINE



### Top 10 Disciplines in Archival Usage:

- 1 Economics
- 2 Political Science
- 3 History
- 4 Sociology
- 5 Business
- 6 Language & Literature
- 7 Philosophy
- 8 Art & Art History
- 9 Management & Organizational Behavior
- 10 Law

# Books at JSTOR Table of Content Views Overall

Row Labels	2013 YTD TOC Views	Book TOC YTD Usage Ranking	2012 Archive Journal Usage Ranking
History	55,744	1	2
Language & Literature	35,858	2	1
Political Science	30,769	3	3
Sociology	26,178	4	5
Philosophy	12,430	5	11
Religion	9,171	6	19
Music	8,042	7	17
Anthropology	7,986	8	11
Film Studies	7,617	9	41
Psychology	5,496	10	38
Economics	5,354	11	4
Art & Art History	4,583	12	7
Business	4,360	13	14
Law	4,341	14	12
Health Sciences	4,273	15	22
Mathematics	4,270	16	25
Education	3,860	17	6
Performing Arts	2,669	18	39
Finance	2,453	19	31
Architecture & Architectural History	2,408	20	45

A photograph of a man and a woman studying in a library. The woman, on the left, has long brown hair and wears glasses and a white sweater. She is holding an open book. The man, on the right, has short dark hair, wears glasses, a white shirt, and a watch. He is looking down at a notebook on the table, holding a pen. They are seated at a wooden table with several books and papers. In the background, there are tall bookshelves filled with books. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Books at JSTOR".

## Books at JSTOR

# Books at JSTOR Overview

## **A growing list of titles in core scholarly disciplines**

- 42 participating presses
- Publishers highly-cited within the corpus of journals on JSTOR.
- More than 20,000 front- and back-list titles
- New titles are added every month
- More than 12,500 titles in our multi-user model
- Preservation assured through Portico digital preservation service

## **Multi-user model books**

- DRM-free and function just like the journals on JSTOR
- Books have unlimited chapter printing and downloading
- Unlimited concurrent users.

## **Titles from leading university presses and other scholarly publishers.**

- Participating publishers include Princeton University Press, Yale University Press, MIT Press and more.

## **Seamless integration.**

- JSTOR has millions of book reviews and citations on the platform. Books, journal articles, and reviews are cross-searchable and linked to make online research faster, easier, and more effective



American Schools of Oriental Research	Penn State University Press
Australian National University E-Press	Princeton University Press
Austrian Academy of Sciences	RAND Corporation
Boydell and Brewer	Russell Sage Foundation
Brookings Institution	Society of Biblical Literature
Casemate	University of California Press
Catholic University of America Press	University Press of Colorado
Central European University Press	University of Georgia Press
Columbia University Press	The University of Illinois Press
Cornell University Press	University of Kentucky Press
Edinburgh University Press	The University of Minnesota Press
Georgetown University Press	University Press of Mississippi
Harvard University Press	The University of North Carolina Press
Hong Kong University Press	University of Ottawa Press
INSTAP	University of Pennsylvania Press
Liverpool University Press	The University of Texas Press
McGill-Queen's University Press	University of Toronto Press
Modern Humanities Research Association	Yale University Press
Ohio University Press	Amsterdam University Press
Rutgers University Press	MIT Press
Hebrew Union College	



# BOOKS AT JSTOR

## Tiered Classification Pricing Model

- JSTOR is now offering a savings structure based on the number of Arts and Science Collections an institution participates in
- This provides a lower cost per book to institutions who have made investments into the Archive Collections

Tiered Classification Savings Level	Savings %
1	5%
2	10%
3	15%
4	20%
5	25%

### NEICON consortium benefits:

- consortium savings of 25%
- no platform access fees for books

# Purchase Model: Individual Title & Subject Collections

## Individual Titles and Subject Collections

- » Libraries can select individual titles in various subject areas and publishers to create customized collections
- » Pre-defined subject collections are also available

Political Science	# of Titles	Business & Economics	# of Titles
Public Policy	230	Economics	70
General	180	General	40
International Relations	172	International	37
Political Ideologies	132	Economic History	37
History & Theory	111	Development	36
American Government	101	Labor	29
Human Rights	68	Industries	28
Political Process	64	Banks & Banking	11
Public Affairs & Administration	40	Econometrics	9
Security (National & International)	37	Management	9
World	34	Urban & Regional	9
Labor & Industrial Relations	29	Government & Business	7
Civil Rights	26	Finance	7
Political Economy	26	Economic Conditions	6
Comparative Politics	24	Public Finance	6
<b>Total Multiple User Titles Available</b>	<b>1384</b>	<b>Total Multiple User Titles Available</b>	<b>425</b>



# Purchase Model: Demand Driven Acquisition

## Demand Driven Acquisition (DDA)

- » Libraries can set up deposit accounts and select which titles to add on the JSTOR platform
- » The purchase triggers for all titles in DDA are 6 chapter views, or 4 chapter downloads.
- » A DDA profile will be created based on publisher, discipline, publication date or date range, maximum price, or model type (i.e. Front List, Back List & Single User and Multiple User)
- » Provides a low cost option to access a large number of titles

# Books at JSTOR: DDA % of Deposit Purchases

Discipline	Book Chapter Accesses	Archive Backfile Accesses
History	1174	17834
Language & Literature	619	22898
Sociology	485	15154
Political Science	428	12842
Philosophy	399	6007
Religion	188	4230
Anthropology	155	3795
Film Studies	146	940
Music	80	2156
Ecology & Evolutionary Biology	69	8070
<b>Total Accesses</b>	<b>4325</b>	<b>209358</b>

Total Book Purchases	% of Chapter Accesses
49	1%

A young woman with long dark hair is lying on her back on a lush green lawn. She is wearing a green and white plaid shirt over a white t-shirt, blue denim shorts, and grey sneakers. She is holding a black tablet computer in her right hand, looking at the screen. In the background, a black bicycle is parked on the grass. The scene is bright and sunny.

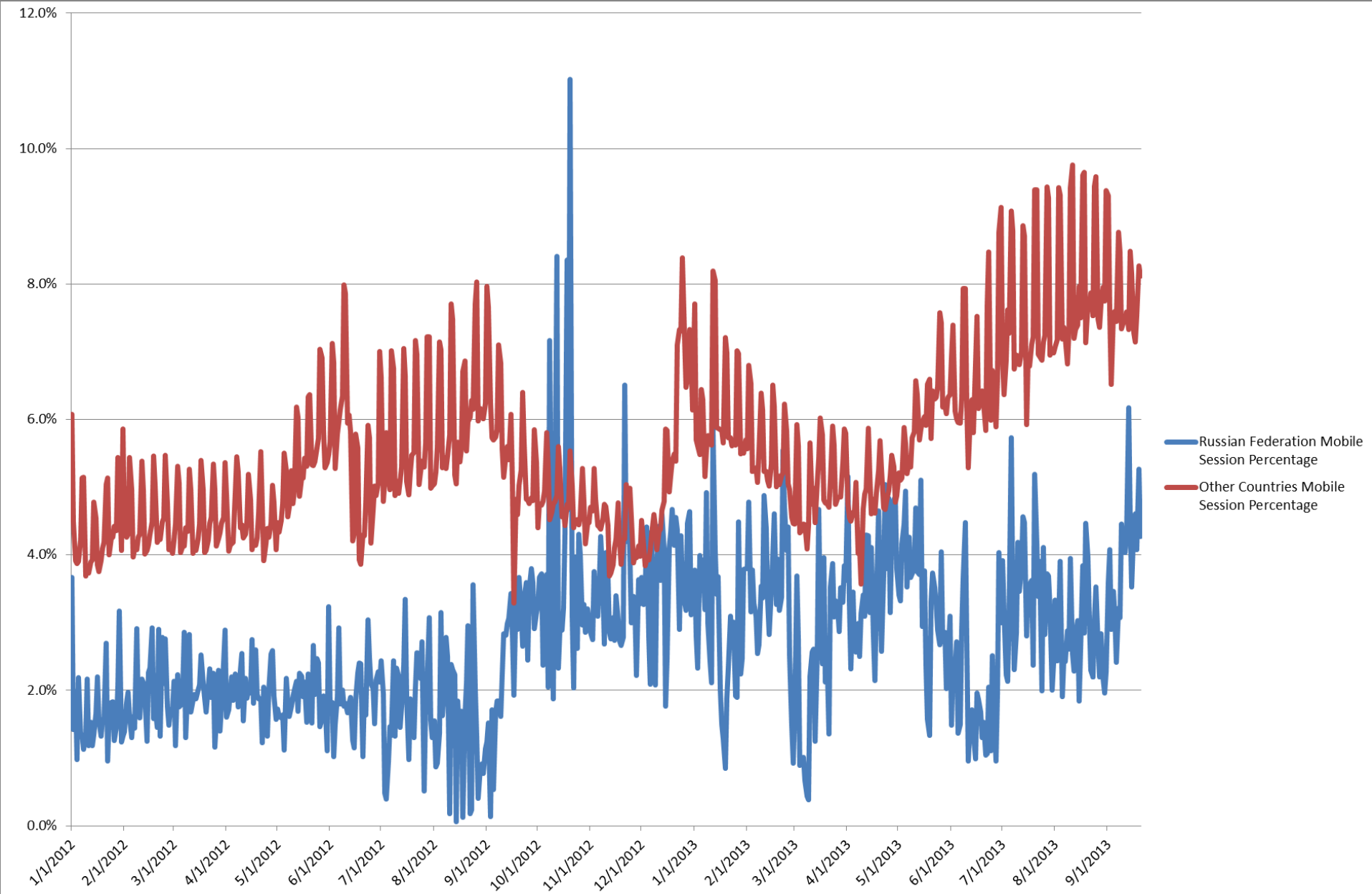
# RESEARCH TRENDS

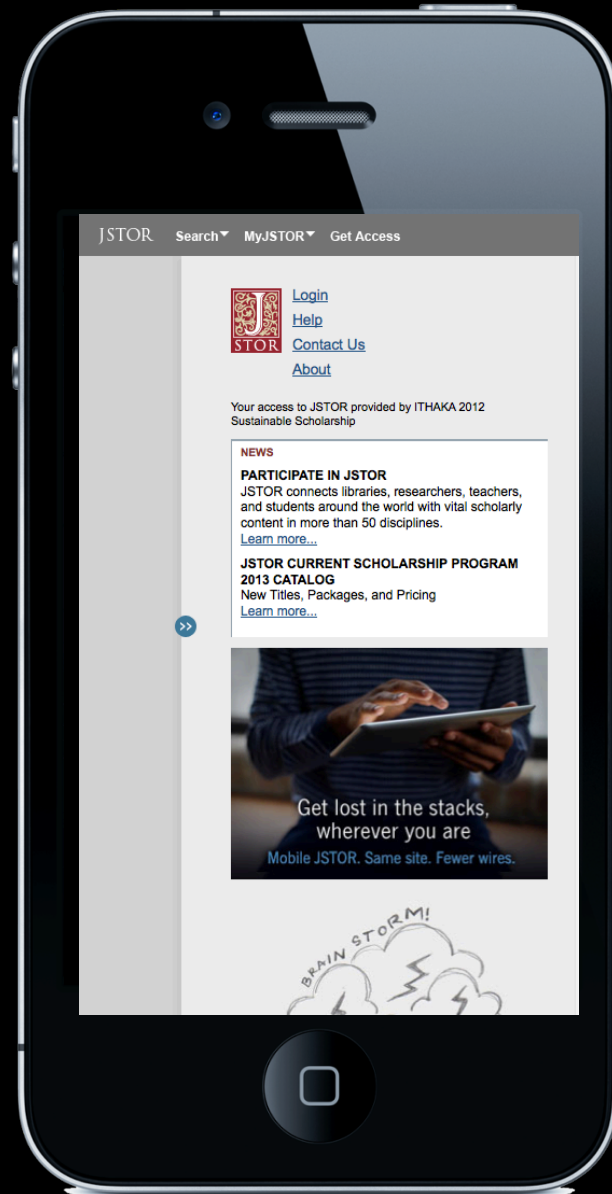
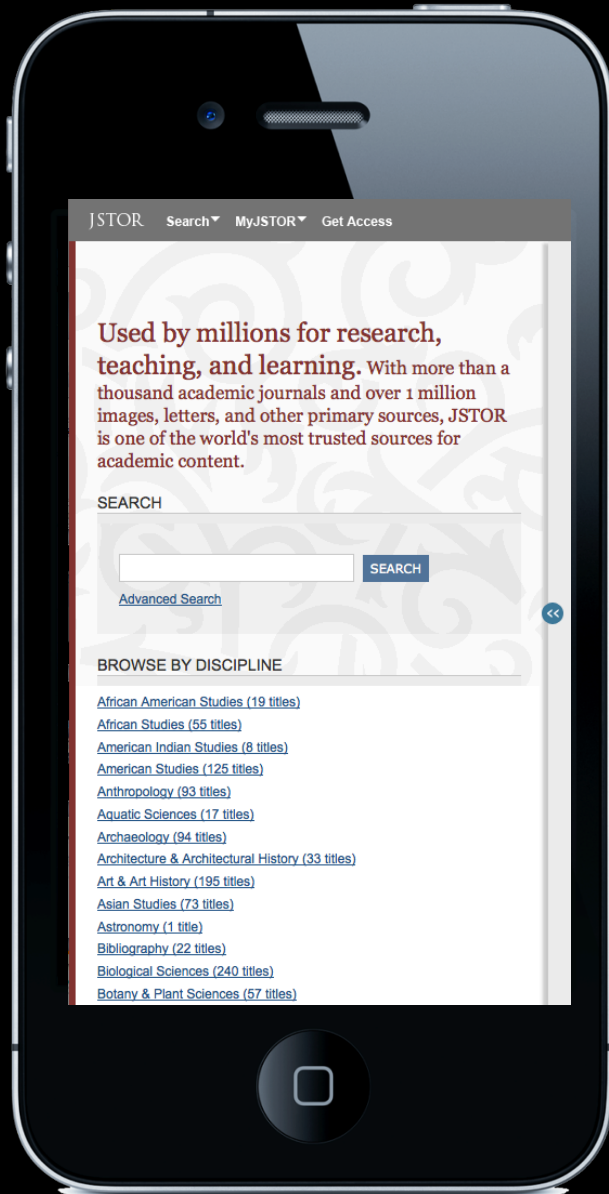


# KEYWORD SEARCHES FROM REGISTERED «MYJSTOR» USERS - RUSSIAN FEDERATION

Search Terms	Searches
russia	772
dominick salvatore	570
paul krugman	530
current anthropology 1989 vol 30	406
education	375
globalization	317
vilensk	275
international monetary fund	266
the journal of political economy	252
china	241
local community	200
the effects of u s trade protection and pro	194
inequality	188
amphipod	188
japan	180

# MOBILE USAGE OF JSTOR RUSSIAN FEDERATION VS. OTHER COUNTRIES





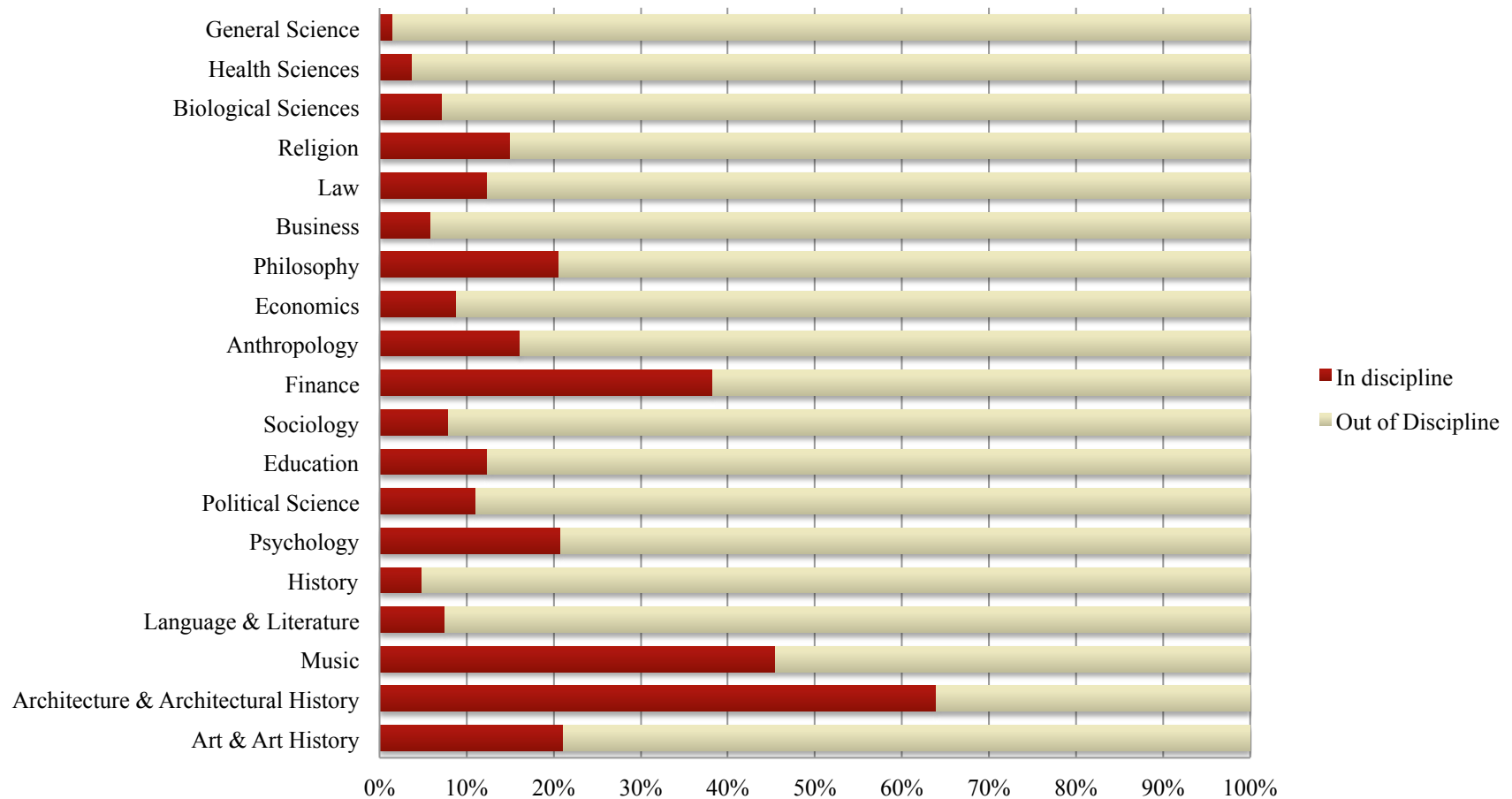
A man in a dark polo shirt with thin horizontal stripes is standing in a classroom, pointing his right index finger towards the camera. He is smiling slightly. Behind him is a chalkboard filled with handwritten mathematical equations. To his left, the back of a student's head with curly hair is visible. To his right, a hand is raised in the air. In the foreground, the back of a student's head and shoulders are visible, wearing a light-colored shirt. The overall scene is a classroom setting.

# PLATFORM AND CONTENT DEVELOPMENT



# Variation of Discipline Usage by Different Majors

Normalized percentage



# Discipline Clusters across Majors

Business  
Economics  
Finance

Music

Anthropology  
History  
Religion

Political Science  
Law

Computer Science  
Engineering  
General science  
Health sciences  
Psychology  
Communications

Art & Art History  
Architecture & Architectural History

Biological sciences

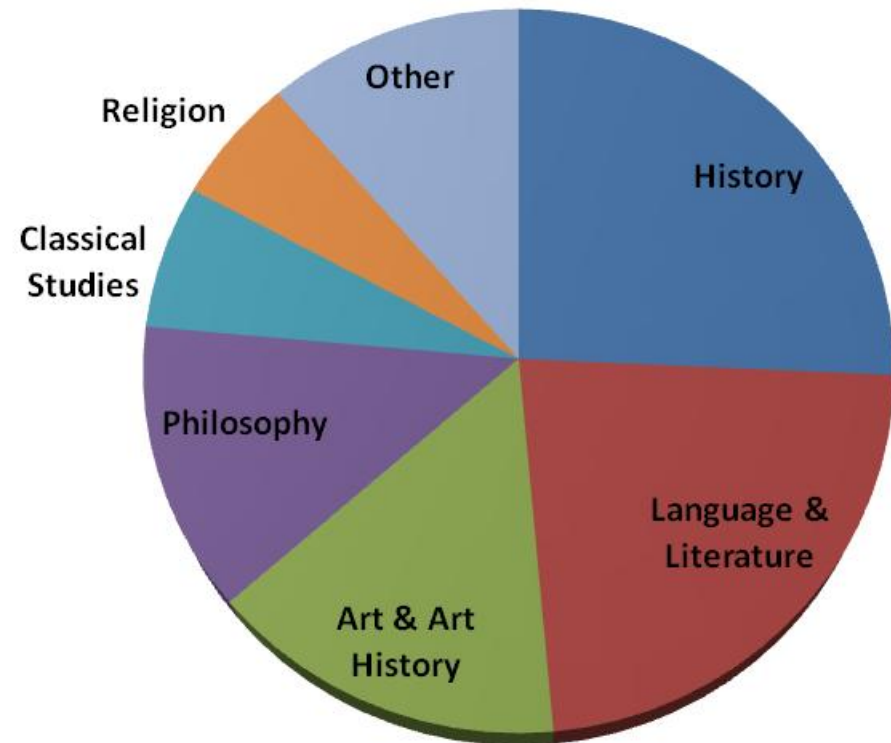
Sociology  
Philosophy

Language & Literature

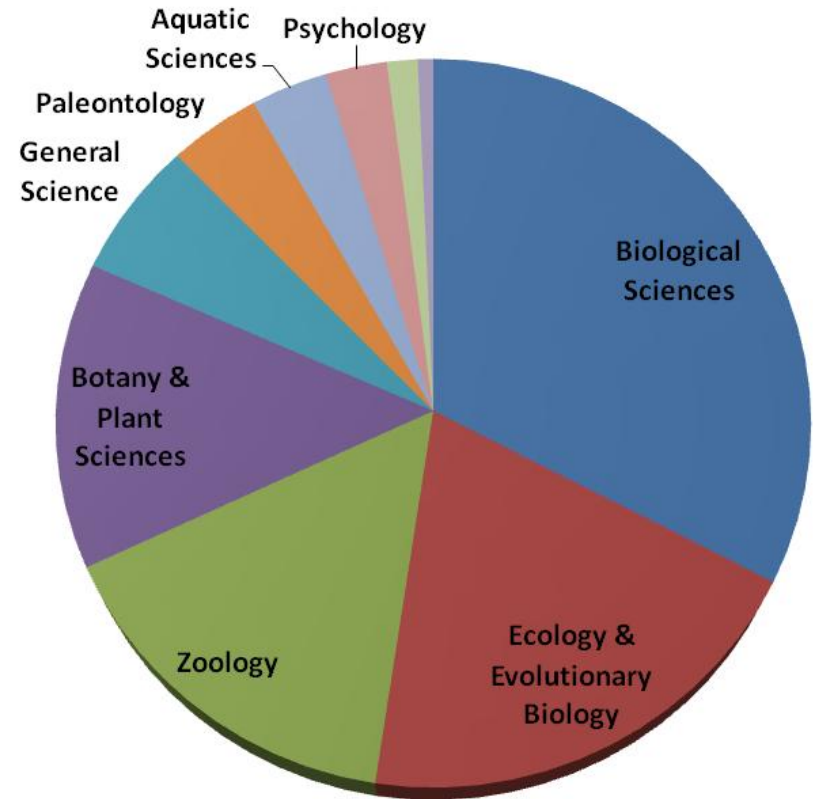
Education

# Discipline Clusters across Archive Collections

Arts & Sciences V: Number of Titles by Discipline



Life Sciences: Number of Titles by Discipline







**Thank You**

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