



JSTOR

Virtual Publisher and Contributor Meeting 2020: Platform Update

Matt MacQueen

VP Product & Design

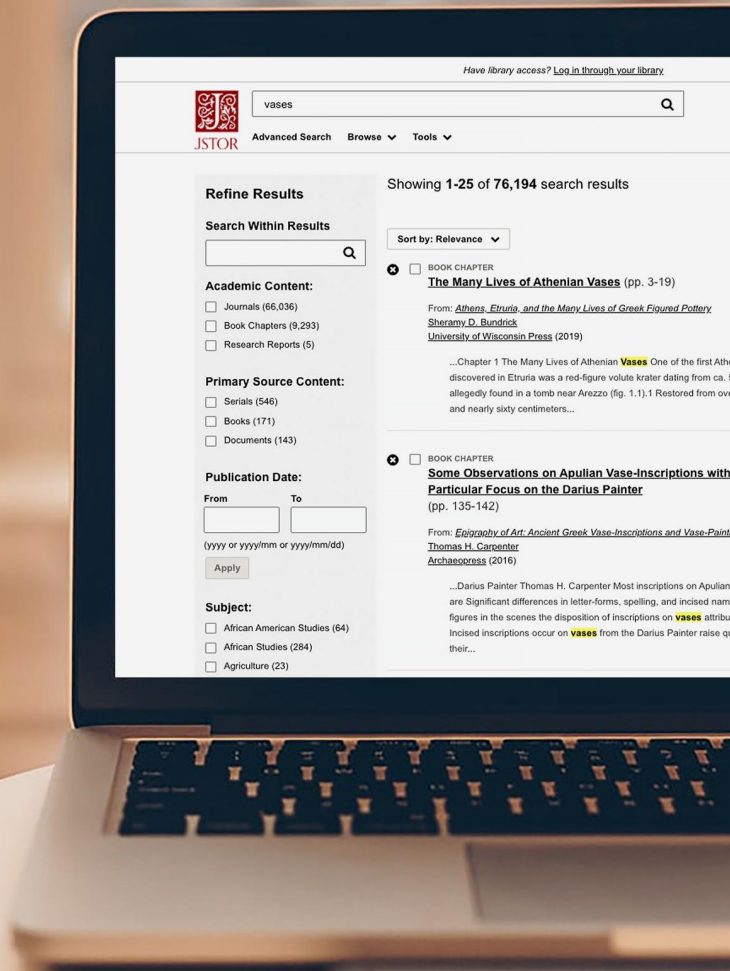
JSTOR's Three Strategic Objectives

- Institutions see JSTOR as a valuable platform where they can publish their special collections
- Usage and engagement increases on JSTOR across *all content types*
- Enable improved, data-driven decision making for partners and stakeholders

Always enhancing JSTOR's aggregate platform value, for content contributors, librarians and scholars.

Search and Discovery Improvements

- Easier, faster, improved results in targeted scenarios; paved the way for improved experience *across content types*
- In Q3, significant technology improvement that drives search on JSTOR. Enables faster iteration, machine learning, and A/B testing advances
- Data from this transition period revealed a few areas with striking results. Speed to return responses is 20-30% faster



Search and Discovery Improvements

- Easier for users to paste text and get expected results, reducing instances of zero results by 30%
- Better relevance: increased views within top 5 results
- Image search relevance improved +10% (improved metadata and relevance logic), metadata w/ images +75% increase



Text usage increases in 2020

- Increase in text item views (+4%), PDF downloads (+2.5%), and other interactions like cite and save to workspace (+5%)
- Image search relevance improved +10% (improved metadata and relevance logic), metadata w/ images +75% increase
- Google crawling all new Open Community Collections, increasing discoverability. Added Browse Collections page and conducting layout experiments to boost usage further



Reducing Barriers to Access

- Essential as universities went remote during pandemic, physical libraries remained closed, remote access became the norm
- Pairing of institution to individual account, expanded access-related programs
 - Remote access easier & reduced login confusion
 - Account and browser pairing was extended through 2020
- Now improving the next step in the remote log-in: institution finder page. Google single Sign-on pilot in October



Last updated: 10/14/2020 5:54 AM

Date Range: Past 90 Days

1,112

Total Item Requests

18%

Items Accessed

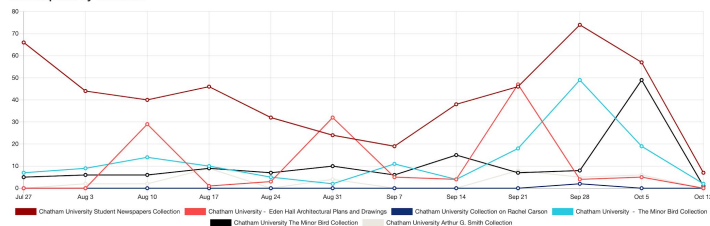
62

Countries

29

Institution Landing Page Views

Item Requests by Collection



Top Items

ITEM	ITEM REQUESTS	COUNTRY	ITEM REQUESTS
Chatham University Minor Bird 1972-1978	38	United States of America	678
The Matrix	34	Korea, Republic of	54
Chatham University Minor Bird Spring 2006	33	United Kingdom of Great Britain and Northern Ireland	40
Chatham University Minor Bird Spring 2015	29	India	37
The Communique	29	Italy	37
The Matrix	19	Australia	31
The Communique	18	Germany	19
The Communique	14	France	19
Chatham University Minor Bird Spring 2005	13	Canada	16
The Arrow	13	Israel	16

Better Decisions with Data

- Community Collection Contributor usage dashboard: assess impact, new hosting opportunities
- Books new reporting launched in March
 - 31% have used it, now includes Open Access usage
- Journal Publisher reporting launched in August
 - More insight into reach of their content on JSTOR
 - 70 Publishers attended stats webinar in September
 - Ave user satisfaction score 4.6 / 5

Search JSTOR

Publisher: Multi Content Admin_User

Advanced Search

JSTOR Publisher

Publisher usage reports offer usage by issue and article, scheduled weekly, monthly, or quarterly.

Report Info

Journal Usage Michigan State University Press 2020-10-05

Journal Usage Michigan State University Press 2020-09-28

Journal Usage Michigan State University Press 2020-09-21

Journal Usage Michigan State University Press 2020-09-14

Journal Usage Michigan State University Press 2020-09-07

Journal Usage Michigan State University Press 2020-08-31

Journal Usage Michigan State University Press 2020-08-24

Journal Usage Michigan State University Press 2020-08-17

Have question?

Create Report

Note: Items marked with * are required.

Publisher Michigan State University Press (msupress)

Select a Report

Journals

- ☒ PUB_JAU - Journal Usage by Article
- PUB_JCU - Journal Usage by Country
- PUB_JIU - Journal Usage by Institution
- PUB_JSU - Journal Usage by Issue
- PUB_JTU - Journal Usage by Title

Books

- PUB_BCU - Book Usage by Country
- PUB_BIU - Book Usage by Institution
- PUB_BTU - Book Usage by Title

Report Type

☒ Scheduled ☐ One-time

Frequency

☐ Weekly

☐ Monthly

☒ Quarterly

Reporting Period

☐ Previous quarter

☐ All available data

☒ Custom

Start Date *

2020-10-01

Report Format

☒ XLSX

☐ TSV

Report Name *

Journal Usage by Article

Email Report To *

reports@ithaka.org

Continue →

New Online Reporting

- Most-requested usage data is now available online to JSTOR publishers
- Shows your content global reach and value provided to participants
- New scheduling and date range options
- Metrics aligned with COUNTER 5, the industry standard for usage reporting



EBA Books Selection Redesigned

- Streamline the workflow for Librarians (and JSTOR)
- Operational excellence and data driven improvements
- Net results: Made better, much faster, cheaper to complete
- Positive feedback on the end-to-end user experience



Images and Primary Sources

- Scholars need more than books and journals for research, reduces fragmentation for end user experience
- Faculty increasingly teaching w/ primary source materials
- Increased virtual and remote learning makes online, under-represented resources even more valuable
- Increasing breadth of content types makes JSTOR more of a destination, meeting wider range of research needs
- We believe that when libraries host special collections on JSTOR, they'll begin to see it as their platform, and more inclined to keep/add licensed content



Search JSTOR

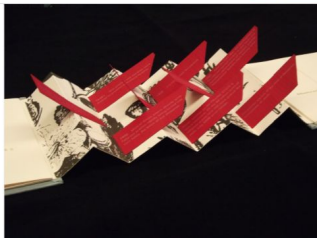

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[Tools](#)

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Part of [Fleet Library at RISD](#)

Joseph C. Sloane Art Library Collection of Artists' Books and Zines

Search 394 items in this collection

Search this collections



This collection of Edwardian fashion plates was compiled from the Costume folders in the RISD Fleet Library Picture Collection, and used to research European high fashion from 1910 to 1914. The source of these plates is unknown. Some plates originally published in *Les Modes*, a French fashion periodical distributed in Paris, London, Berlin and New York from 1901-1937, published by Manzi, Joyant and Co. (Paris).



Items in this collection

Switch views: ☐ ☒

LINE DRAWING
Tailpiece for "The
exile's Christmas"



DRAWING
Tailpiece for "The
exile's Christmas"



LINE DRAWING
Tailpiece for "The
exile's Christmas"



DRAWING
Tailpiece for "The
exile's Christmas"



DRAWING
Tailpiece for "The
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DRAWING
Tailpiece for "The
exile's Christmas"



DRAWING
Tailpiece for "The
exile's Christmas"

Supporting Multiple Content Types

- Creating landing pages and improved searching capabilities to allow images to be discoverable on JSTOR
 - This will allow for the integration of Artstor Collections on the JSTOR platform
- Improving the ability for special collections across multiple content types to easily be published on the JSTOR platform
 - This is made available through Community Collections

Integrating Artstor Content



american civil war



Access provided by [Leiden University](#)

Search

Browse

Tools

About

Help

Sophie R.

Refine Results

SEARCH WITHIN RESULTS:

Search within results



ACCESS TYPE

☒ All Content

☐ Content I can access

DATE

(YYYY, YYYY/MM or YYYY/MM/DD)

FROM

1900

TO

2000

Apply

Search Results

All Results

Text

Images

Collections

721,120 text results

Sort: By Relevancy

Export selected citations

☒ Show snippets

JOURNAL ARTICLE

England, the North, and the South: being a popular view of the American Civil War

[Beresford Hope, Alexander James Beresford](#)

Knowsley Pamphlet Collection, 1862, 80 pages

...AMERICAN CIVIL WAR If publications are any guide, it is arguable that the South is winning the Civil War* At any rate, members will like to hear that the Confederate Research Club? (Secretary-Treasurers Patrick C. Courtney, 3f Highclere Avenue, Leigh Park, Havant, Hampshire, England) is an active body which publishes its own periodical. The New...

BOOK CHAPTER

Before the American Civil War (pp.80-102)

[David E. Hayes-Bautista](#)

From: *El Cinco de Mayo: An American Tradition*, University of California Press (2012)

...n i n e E u r o p e a n R e v o l u t i o n s a n d A m e r i c a n C i v i l W a r H i s t o r i a n d a n i e l w a l k e r h o w e s u m m e d u p t h e W h i g p a r t y ' s r e a c t i o n t o t h e M e x i c a n W a r a n d A l l - M e x i c o M o v e m e n t a s f o l l o w s : " A m e r i c a n i m p e r i a l i s m d i d n o t r e p r e s e n t a n A m e r i c a n c o n s e p s u s : i t p r o v o k e d b i t t e r d i s s e n t w i t h i n t h e n a t i o n a l

1,429 images

[View all](#)



Statesmen & Generals of The American Civil ...



G.B. Wales, 1997. UK. Wales, American Civil ...



USA, 1960. USA. Virginia. Richmond ...



Map: The the Hon.e Jn.o Hancock Esq.re ...



Image Specific Search Results



american civil war



Access provided by [Leiden University](#)

[Search](#) [Browse](#) [Tools](#) [About](#) [Help](#) [Sophie R.](#)

REFINE RESULTS

SEARCH WITHIN RESULTS:

Search within results



ACCESS TYPE

- ☒ All Content
☐ Content I can access

GEOGRAPHY

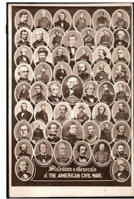
- ☐ South America 500
☐ Australia & Oceania 239
☐ Europe 120
☐ Western Asia 100
☐ Central America and the Caribbean 98
☐ South-East Asia 87
☐ East Asia 76
☐ Africa North of Sahara 54
☐ Central Asia 43
☐ North America 32
☐ Sub-Saharan Africa 31
☐ South Asia 22

[Show more](#)

1,429 images

Sort: By Relevancy

Export selected citations



Statesmen & Generals of The American Civil ...

Ashford Bros. & Co. (English) ca. 1870



GB. Wales. 1997. UK. Wales. American Civil ...

David Hurn 1997



USA. 1960. USA. Virginia. Richmond ...



Map: The the Hon. Jno Hancock Esq. in ...



Joseph Bennett holding pistol, "Barbara ...



Joseph Bennett holding pistol, "Barbara ...



American Civil War veteran, with an amputated leg at...



Interior of Sumter after the surrender, showing the 8-inch...



Map: The the Hon. Jno Hancock Esq. in President of y.e ...



In the wake of battle. Taber, Isaac Walton, U.S. 1957.1922.





Plate LIV. Results of resections at the elbow for shot ...



Looking for a friend. Ogden, Henry Alexander, U.S.

Images Discoverable on JSTOR






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[About](#) [Support](#)

Refine Results

Search Within Results



Academic Content:

☐ Journals (9,433)

☐ Book Chapters (2,643)

☐ Research Reports (4)

Primary Source Content:

☐ Serials (104)

☐ Documents (9)

☐ Books (5)

Publication Date:

From

To





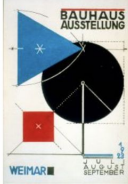
(yyyy / yyyy/mm or yyyy/mm/dd)

Subject:

Showing **1-25** of **12,198** search results

[Search Help](#) [Search for Images](#)

Images related to your search



[View more images](#)

Bauhaus
[ausstellung;](#)
[Weimar](#)

Bauhaus Dessau

Bauhaus

Bauhaus Dessau

Bauhaus Dessau

☐ JOURNAL ARTICLE


[The Bauhaus and China Present, Past, and Future](#)

[Leah Hsiao, Michael White](#)

West 86th: A Journal of Decorative Arts, Design History, and Material Culture, Vol. 22, No. 2 (Fall–Winter 2015), pp. 176-189

...to which the narrative of the **Bauhaus** is being put to work in modern China. Since 2011, for anyone interested in the **Bauhaus**, one of the most significant places to visit has been the city of Hangzhou, in Zhejiang Province, where a semi-permanent

Browse all Open Community Collections




Search JSTOR

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Collections




Discover new avenues of research


Go beyond the usual sources. Discover new avenues of research and gain deeper understanding of your topics with original materials including artworks, photographs, publications, recordings, and other artifacts. Explore important and rare collections from libraries, museums, archives, and historical societies around the world.




1939 Rhode Island Architecture Exhibition
Part of [Fleet Library at RISD](#)
120 items
The RISD Museum of Art held the Rhode Island Architecture exhibition 1939 ...







19th Century British Pamphlets
Part of [JSTOR Primary Sources](#)
25,976 items
Throughout the 19th century, pamphlets were an important means of public debate, ...



A Medical History of British India
Part of [National Library of Scotland](#)
468 items
This dataset forms the first half of the Medical History of British ...



Abe L. Plotkin Collection
Part of [University of Scranton](#)
86 items
Materials from Abe L. Plotkin's United States Army experience in Germany during ...



What's next for the platform?

- **Experiment with image presentation** and relevance in search; expand on data-driven relevance
- **Reimagining the JSTOR Workspace**, to create better teaching tools that make use of primary sources and image groups alongside books and journals
- **Improve Access** with experiments to improve user conversion from turnaway page, built on what we've learned in Q3-Q4. Experiment driven using A/B testing



JSTOR

Thank you

Matt MacQueen

VP Product & Design

Matt.MacQueen@ithaka.org

APPENDIX

Slide templates

Housekeeping

Join the conversation on Slack

Session recording

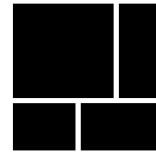
Audience questions

Handouts

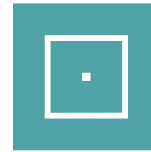
ITHAKA is a not-for-profit organization that helps the academic community use digital technologies to preserve the scholarly record and to advance research and teaching in sustainable ways.



JSTOR



ARTSTOR



PORTICO



ITHAKA S+R

By the numbers

↓ 231 mil

article views and downloads

🔍 262 mil

searches on JSTOR

📖 21 mil

ebook chapter views and downloads

📄 252 mil

content accesses

Speakers

Firstname Lastname

Position Body 3

Lorem Ipsum

Firstname.Lastname@ithaka.org

Firstname Lastname

Position Body 3

Lorem Ipsum

Firstname.Lastname@ithaka.org

Firstname Lastname

Position Body 3

Lorem Ipsum

Firstname.Lastname@ithaka.org

Agenda

Header 1

Header 1

Header 1

Header 1

Header 1

Header 1 transition
lorem ipsum

Header 1 transition



JSTOR

Thank you

Firstname Lastname

Position

+1 123 456 7890

Firstname.Lastname@ithaka.org

Q1-Q2 Usage Summary

+18% over 2019 (152M item requests across all content)

- Biggest reason: COVID-19 Relief Access
- Through Feb: +9% over 2019

Could update to
usage summary
from the recent
report number

Beyond usage to Engagement

- **Measuring user engagement on JSTOR** beyond grab and go
- When people find an item, what do they do?
- When access is expanded, what changes?
- What's the utility of JSTOR workspace for teaching and research?
- More engagement leads to more usage, a virtuous cycle

Expanded Access to Artstor

- We offered free access through December 31, 2020 to JSTOR participants that do not license Artstor
- Nearly 500 institutions have signed up (total Artstor participants is ~2,000 institutions)
- We are working with these new customers to help us develop the combined user experience for text and images on the JSTOR platform, combining the best of JSTOR and Artstor.

We propose to extend the expanded access offering to Artstor through the spring semester, to June 30, 2021.

Usage of content on JSTOR increases

- We improved the underlying technology supporting search, resulting in more effective and faster search results (20%-30% improvement)
- Users clicked on images available on both the JSTOR and Artstor 10 times more frequently than when available only on Artstor
- Use of text on JSTOR also improved (text item views up 4%; PDF downloads up 2.5%; save to workspace up 5%).
- Google has recently begun indexing this content for discovery.

Covid books relief impact to books publishers

From board report

Additionally, institutions used the free March–August Ebooks program to evaluate their usage of individual titles and bought more than \$400,000 worth of ebooks

Several institutions have also started Evidence-Based Acquisitions (EBA) programs or added titles to their Demand Driven Acquisitions access pools

When we reminded libraries that the Ebooks program was ending, an MIT librarian described our communication as “well prepared and helpful” and requested an EBA price quote. MIT subsequently committed to participating in the EBA offering.

JSTOR logo

Search JSTOR

All Content

Log in Register

About Support

Advanced Search Browse Tools

Cite Share Save Download

IMAGE OPEN ACCESS

A barber standing with his hands in his pockets. Coloured lithograph.

1 page

Stable URL
<https://www.jstor.org/stable/1024845386>

Part of [Wellcome Collection](#)

Image Identifier
V0019633;
<https://wellcomecollection.org/works/byzvkrkh>

Resource Type
Prints

Repository
Wellcome Collection;
<https://wellcomecollection.org/>

Holding Institution
Image and original data from Wellcome Collection; <https://wellcomecollection.org/>

Description
1 print>You smell of pomtatum & lavender-water. Your hair & moustache with bear's-grease do shine. But my handsome young swell just mind what you're arter For I wont have a barber for my Valentine.

Subjects

Medium
lithograph, with watercolour;




Image
detail page
on JSTOR



Search journals, books, images, primary sources and more...



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[Sophie A.](#)

[← Artstor / Artstor Digital Library](#)

Artstor

Explore 1M+ items from the world's top museums and institutions

Search for images, photographs, artists, and more...



The Artstor Digital Library features a wide range of multidisciplinary content from some of the world's top museums, artists, libraries, scholars, and photo archives, including content that is not accessible anywhere else. New contributions are added regularly. In order to increase our relevance and use to the academic community, the collection is regularly updated with the assistance of our individual and institutional partners. The Digital Library is increasingly characterized by high-quality images and detailed cataloging information.



Filter by title

Sort: Alphabetical



Image
content
discoverable,
browsable



Search JSTOR



Publisher Multi Content Admin_User

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JSTOR Public

Publisher usage reports offer
usage by issue and article,
scheduled weekly, monthly,
quarterly.



Report Info

Journal Usage
Michigan State
2020-10-05

Journal Usage
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2020-09-14

Journal Usage
Michigan State
2020-09-07

Journal Usage
Michigan State
2020-08-31

Journal Usage
Michigan State
2020-08-24

Journal Usage
Michigan State
2020-08-17

Have question

Create Report



Note: Items marked with * are required.

Publisher Michigan State University Press (msupress)

Select a Report

Journals

- ☒ PUB_JAU - Journal Usage by Article
- ☐ PUB_JCU - Journal Usage by Country
- ☐ PUB_JIU - Journal Usage by Institution
- ☐ PUB_JSU - Journal Usage by Issue
- ☐ PUB_JTU - Journal Usage by Title

Books

- ☐ PUB_BCU - Book Usage by Country
- ☐ PUB_BIU - Book Usage by Institution
- ☐ PUB_BTU - Book Usage by Title

Report Type

☒ Scheduled

☐ One-time

Frequency

☐ Weekly

☐ Monthly

☒ Quarterly

Reporting Period

☐ Previous quarter

☐ All available data

☒ Custom

Start Date *

Report Format

☒ XLSX

☐ TSV

Report Name *

Journal Usage by Article

Email Report To *

reports@ithaka.org



Continue →







Online Usage Reporting

JSTOR Forum Projects ▾ Lists

Archival Photography Collection

176 selected Edit **Publish** Suppress Delete Export Records

All 176 items in the project are selected. Clear selection

Thumbnail	SSID	Filename	Created ...	Created ...	Culture	Title	Date	Style/Pe...	Materials/Techniques	Description	Updated By	Updated...
	1005517051	BULK BUT...	Sample U, ...	2020-09-16...		Cool bird nest					Sample U, QA_updated	2020-09-
	1005517050	Video.png	Sample U, ...	2020-09-16...		test					Sample U, QA_updated	2020-
	1005517046	IMAGE 1.png	Sample U, ...	2020-09-16...							Sample U, QA_updated	2020-09-
	1005348830	IMAGE 1.png	Sample U, ...	2020-09-10...							Sample U, QA_updated	2020-09-
	1005348829	IMAGE 2.png	Sample U, ...	2020-09-10...							Sample U, QA_updated	2020-09-
	1005348828	Video 2.png	Sample U, ...	2020-09-10...							Sample U, QA_updated	2020-09-

Page 1 of 4 Items Per Page 20 (displaying 1 - 50 of 176)

Columns Activity Monitor

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Publish to JSTOR

Participating book publishers

JSTOR offers high-quality ebooks from more than 275 leading academic publishers based in 43 countries.

Featured university presses

- Princeton University Press
- Yale University Press
- University of Toronto Press
- University of California Press
- Harvard University Press
- University of Pennsylvania Press

Public policy research organizations

- Russell Sage Foundation
- Latin America Bureau
- RAND Corporation
- Carnegie Endowment for International Peace
- Aspen Institute

Selected Open Access publishers

- Amsterdam University Press
- Brill
- UCL Press
- El Colegio de México
- Transcript Verlag
- Cornell University Press

Publishers (279)

Search for a name...

Name	Country	Total Titles	OA Titles	EBA Titles
1517 Media	US	852	0	0
AMACOM Division of American Management Association International	US	30	0	0
ANU Press	AU	572	572	0
ATF (Australia) Ltd.	AU	0	0	0
Aarhus University Press		30	0	0
Academic Printing and Publishing	AU	5	0	0
Academic Studies Press	US	60	60	0
African Heritage Press	US	1	0	1
African Renaissance Publishing	ZA	1	0	1
Africa World Press East Centre	ZA	1	0	1
Agenda Publishing	GB	70	0	0
American Educational Research Association	US	7	0	5
American Oriental Society	US	2	0	0
The American School of Classical Studies at Athens	US	16	0	11
The American School of Oriental Research	US	22	0	0

Maybe a useful shot to show
what we're doing to help
market book pub content???

Arts & Sciences I

JSTOR's first collection includes core journals in economics, history, political science, and sociology, as well as in other key fields in the humanities and social sciences.

115 titles

Content at a glance

Economics
History

Political science
Sociology

Download title list

History

The collection includes an exceptional group of history titles, such as *The American Historical Review*, the oldest scholarly history journal in the U.S., *The Journal of African American History*, *Speculum*, *The William and Mary Quarterly*, and *The Journal of American History*, published by Oxford University Press.



Social sciences

Core titles cover political science, sociology, and population studies, including the American Political Science Association's *The American Political Science Review*, as well as the *American Journal of Political Science*, *International Organization*, and *The Journal of Politics*. Journals in sociology include the American Sociological Association's *American Sociological Review* and *American Journal of Sociology*, the oldest scholarly sociology journal in the United States. This collection offers more population studies than any other Arts & Sciences collection.



Contact us

Request a trial

How to participate

Key titles

- [The American Economic Review](#)
- [The American Historical Review](#)
- [American Journal of Sociology](#)
- [The American Mathematical Monthly](#)
- [Annual Review of Anthropology](#)
- [Ecology](#)
- [Journal of the American Statistical Association](#)
- [The Philosophical Review](#)
- [Political Science Quarterly](#)
- [Shakespeare Quarterly](#)

We've also just improved our marketing pages for the journal collections, moving them to About from the library portal. I think they are a WIP, but could be worth highlighting progress for both book and journal marketing