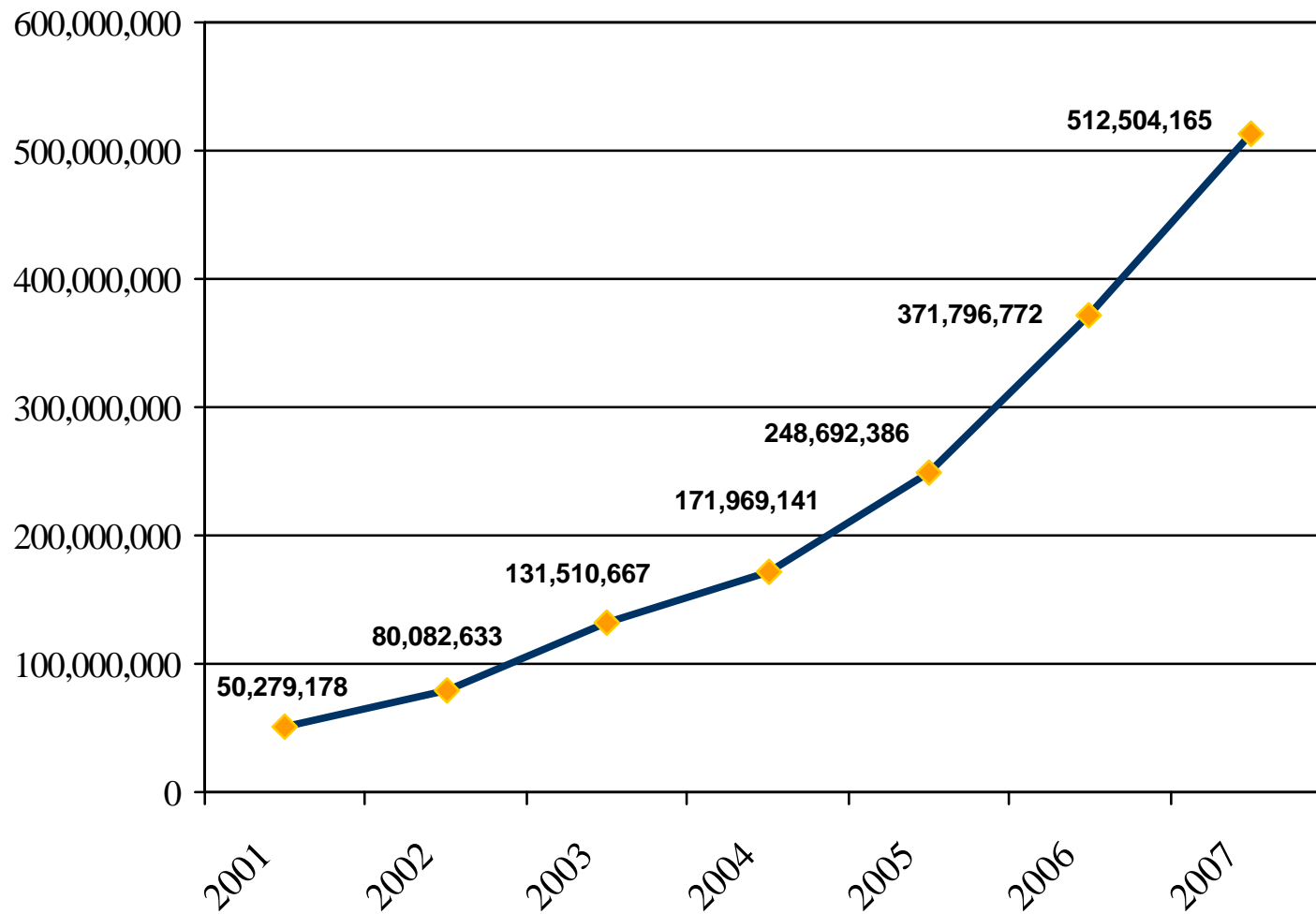


The 'Google Effect' at JSTOR:

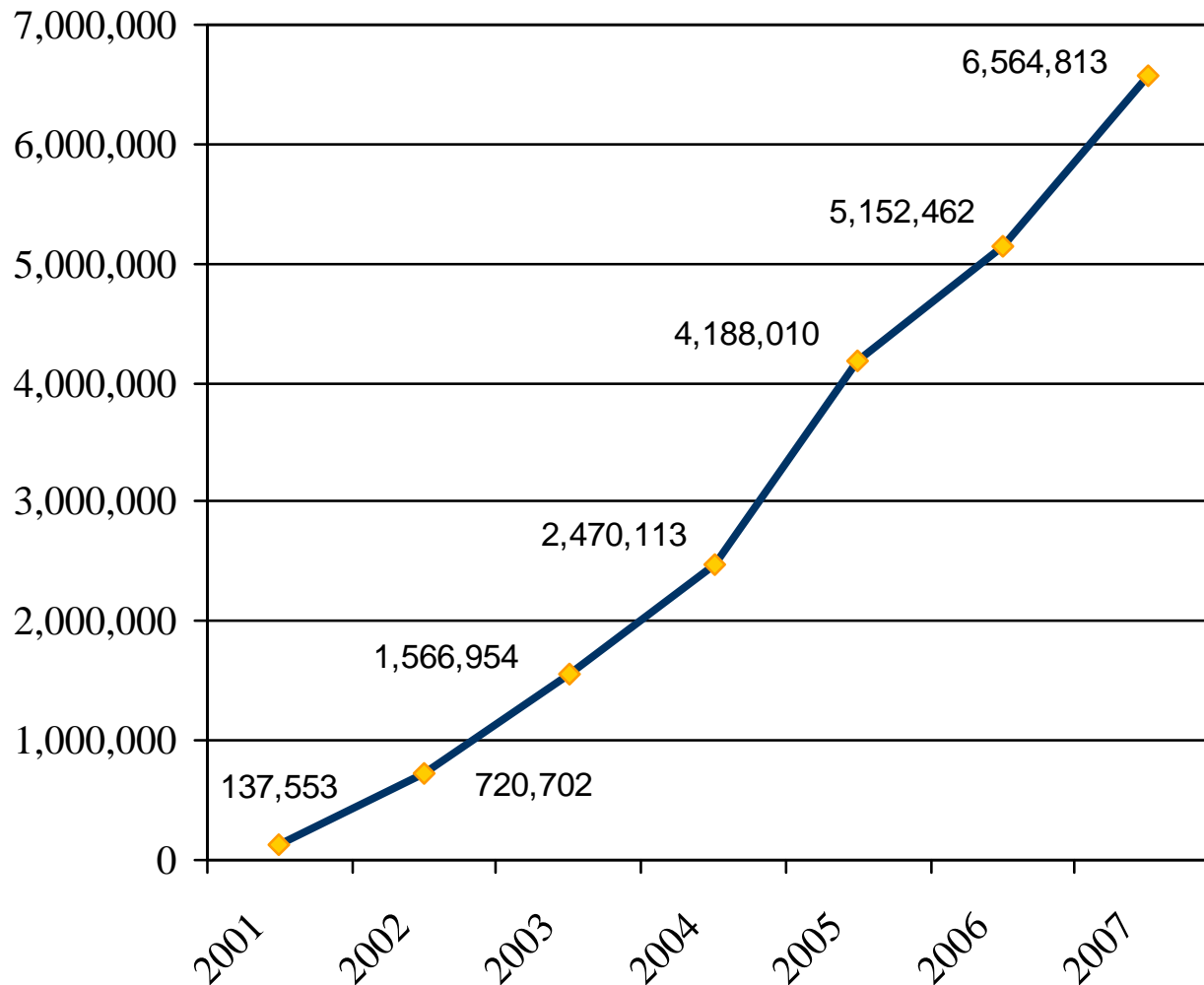
Bruce Heterick
Director, Library Relations
JSTOR | ARTstor | Portico | Aluka



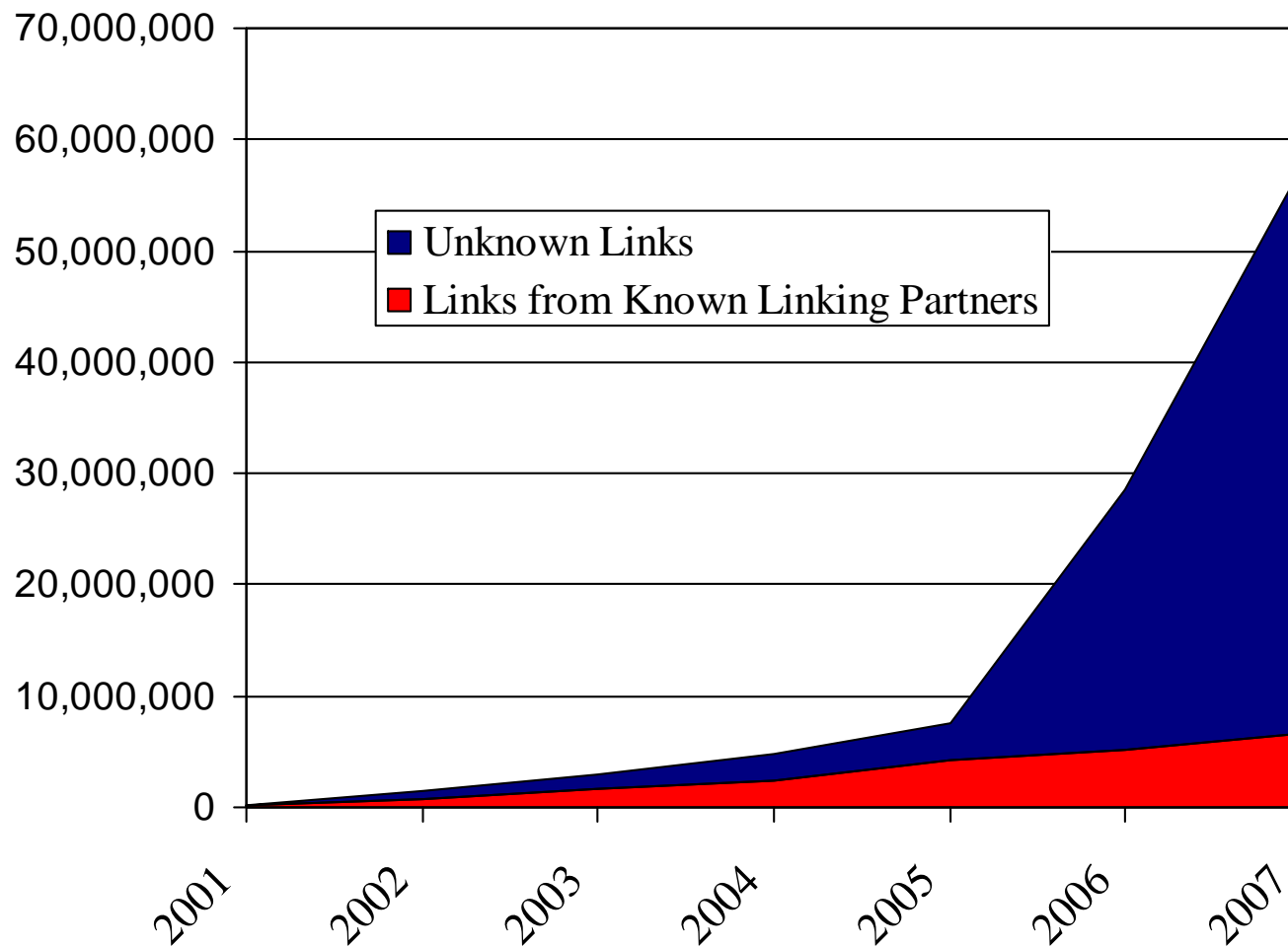
JSTOR Significant Accesses | 2001 – 2007



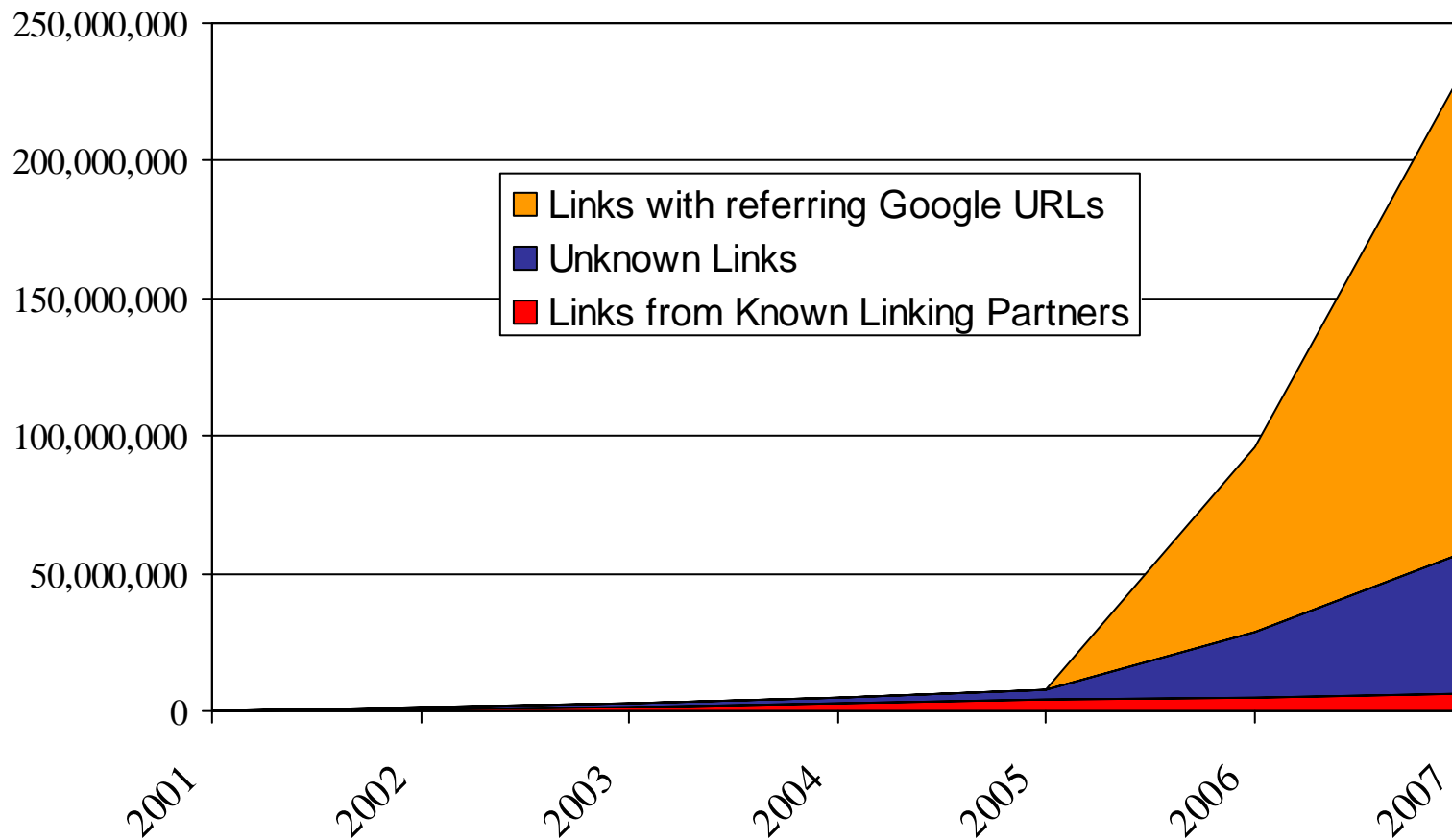
JSTOR Links from [Known Linking Partners](#) | 2001 - 2007



JSTOR Inbound Links | 2001 – 2007



Total JSTOR Inbound Links | 2001 - 2007



Top 10 Linking Partners | JSTOR

Top 10 Linking Partners January 1 - December 31, 2007

Linking Partner	Total Links Submitted	Number of Successful Links*	Percent Effective
Google Referring URL	175,207,707	32,078,117	18.3%
Unknown	51,801,940	9,207,712	17.8%
ExLibris (SFX)	1,694,392	1,541,896	91.0%
CrossRef	911,393	502,437	55.1%
RePEc	875,544	302,139	34.5%
Serials Solutions	634,549	533,020	84.0%
Thomson ISI	274,992	215,868	78.5%
Cambridge Scientific Abstracts	224,673	193,442	86.1%
ABC-CLIO	164,751	156,677	95.1%
Utrecht University	164,425	135,815	82.6%



Top 10 Referring Domains to JSTOR from AU | 2004 vs. 2007

2004			2007		
Domain	# of Links	% of Total Links	Domain	# of Links	% of Total Links
No_referer	5,980	42.99%	www.google.com	37,205	36.28%
ausolaris1.american.edu:8090	2,802	20.14%	No_referer	19,809	19.31%
www.aladin.wrlc.org	1,164	8.37%	scholar.google.com	17,223	16.79%
sfx.wrlc.org	925	6.65%	sfx.wrlc.org	15,431	15.05%
serials.abc-clio.com	520	3.74%	search.serialssolutions.com	2,545	2.48%
proquest.umi.com	448	3.22%	links.jstor.org	2,152	2.10%
newfirstsearch.oclc.org	182	1.31%	www.jstor.org	1,872	1.83%
www.american.edu	119	0.86%	www.aladin.wrlc.org	1,469	1.43%
blackboard.american.edu	117	0.84%	www.anthrosource.net	873	0.85%
ideas.repec.org	116	0.83%	blackboard.american.edu	557	0.54%
Total 2004 Links	13,911		Total 2007 Links	102,558	

Organizational Impact on JSTOR

- Significant [new attention](#) brought to certain disciplines in JSTOR

Top Disciplines Accessed in JSTOR | 2004 vs. 2007

2004		2007	
<u>Disciplines</u>	<u>Accesses</u>	<u>Disciplines</u>	<u>Accesses</u>
1. History	16,566,200	1. Lang & Lit.	31,833,045
2. Economics	14,552,178	2. Bus/Econ	29,181,793
3. Political Sci	12,599,486	3. History	24,510,272
4. Lang & Lit.	10,738,228	4. Political Sci.	18,671,356
5. Sociology	10,305,708	5. Sociology	16,021,218
6. Ecology	6,227,587	6. Education	12,640,714
7. Business	5,456,328	7. Biological Sci	12,303,144
8. Anthropology	4,987,091	8. Art & Art Hist.	9,412,240
9. Gen. Science	4,761,610	9. Anthropology	9,386,176
10. Philosophy	4,363,140	10. Law	9,352,744

Top Journals in JSTOR 'Linked To' from Google

Links	Title
2,373,334	PNAS
2,000,481	American Historical Review
1,953,080	Hispania
1,888,885	Revista Mexicana de Sociología
1,605,544	Burlington Magazine
1,599,065	English Journal
1,512,104	American Economic Review
1,352,949	American Anthropologist
1,265,330	Child Development
1,187,800	Annals of the American Academy of Political and Social Science
1,167,042	Ecology
1,142,578	Journal of Marketing
1,126,151	American Political Science Review
1,060,414	American Journal of Sociology
1,001,996	Modern Language Journal
995,030	Geographical Journal
962,132	American Sociological Review
942,948	Musical Times
933,286	Accounting Review
922,399	William and Mary Quarterly
897,845	Academy of Management Review
892,766	Michigan Law Review
881,290	Population (French Edition)



Organizational Impact on JSTOR

- Significant new attention brought to certain disciplines in JSTOR
- Increased infrastructure costs to handle massive increase in Google-driven traffic to JSTOR archive
- User support inquiries increased by 500% in 2006 from unaffiliated/unauthenticated users
- Increased exposure to 'unaffiliated or unauthenticated scholars' has put significant pressure on JSTOR to consider and implement additional access options – and quickly!
 - Publisher Sales Service introduced in early 2006
 - 445 journals available from 137 publishers
 - Over 38,000 articles purchased in 2007
 - How do we improve the user experience and extend our mission without devolving our sustainability model?



Organizational Impact on JSTOR

- Other search engines (e.g. Microsoft) are partnering with JSTOR
 - Content archived in JSTOR is scheduled to become available in Windows Live Search soon
- Interest in other discovery platforms (e.g. OCLC WorldCat)



The 'Google Effect' at JSTOR:

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