



Image via Google

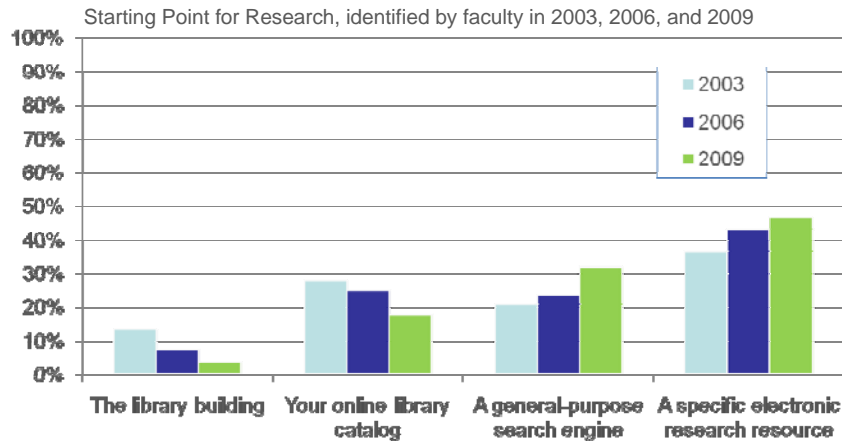
## Escaping Plato's Cave

Bruce Heterick  
Vice President  
JSTOR | Portico  
12 April 2012

is an [allegory](#) used by the [Greek philosopher Plato](#) in his work [The Republic](#) to illustrate "our nature in its education and want of [education](#)" (514a). It is written as a fictional dialogue between Plato's teacher [Socrates](#) and Plato's brother [Glaucón](#) at the beginning of Book VII (chapter IX in [Robin Waterfield](#)'s translation) (514a–520a). The Allegory of the Cave is presented after the [metaphor of the sun](#) (507b–509c) and the [analogy of the divided line](#) (509d–513e). Allegories are summarized in the viewpoint of [dialectic](#) at the end of Book VII and VIII (531d–534e).

Plato lets Socrates describe a group of people who have lived chained to the wall of a cave all of their lives, facing a blank wall. The people watch shadows projected on the wall by things passing in front of a fire behind them, and begin to ascribe forms to these shadows. According to Plato's Socrates, the shadows are as close as the prisoners get to viewing reality. He then explains how the philosopher is like a prisoner who is freed from the cave and comes to understand that the shadows on the wall do not make up reality at all, as he can perceive the true form of reality rather than the mere shadows seen by the prisoners.

## “The library” – as a starting point for research – is a diminishing part of “the flow”



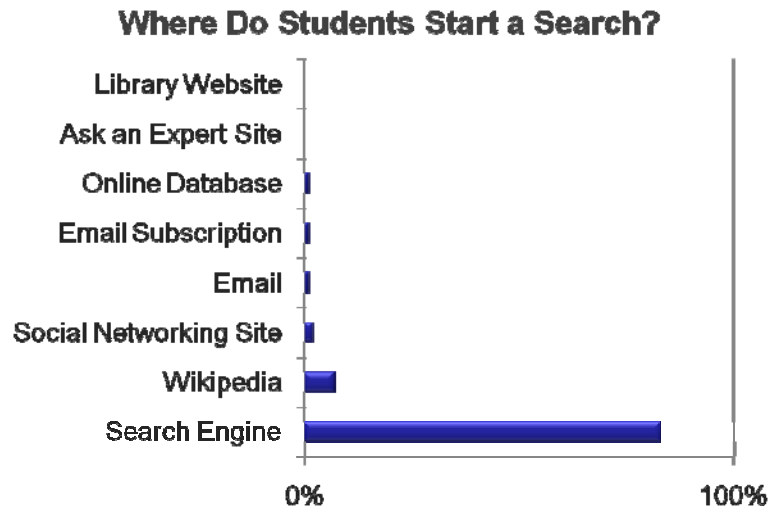
Source: ITHAKA 2009 Faculty Survey, 2010



A number of organizations had been following this trend closely - including my own (ITHAKA ... which is the organizational umbrella under which JSTOR and Portico reside). We were taking a longitudinal look at faculty views about the library – and other pertinent scholarly communications issues – and comparing those views with similar survey data from librarians.

One noticeable disconnect in these surveys – as you might imagine – is the perception of the “library as gateway”. Librarians believe it to be hugely important and faculty less so (science faculty much less so than humanities faculty). And students? Even less than that.

Yet, the dollars being spent on access services in libraries – both software and people – were (and continue to be) tremendous. Are those expenditures aligned properly with the expectations of the users, and if they are, then how do we more effectively leverage those investments to reach a broader audience?



Source: Perceptions of Libraries, 2010, OCLC



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Is the juice worth the squeeze?



How Users Search the Library from  
a Single Search Box

<http://crl.acrl.org/content/early/2012/01/09/crl-321.short?rss=1>



Lown, Sierra, Boyer  
NCSU Libraries  
to be published in C&RL,

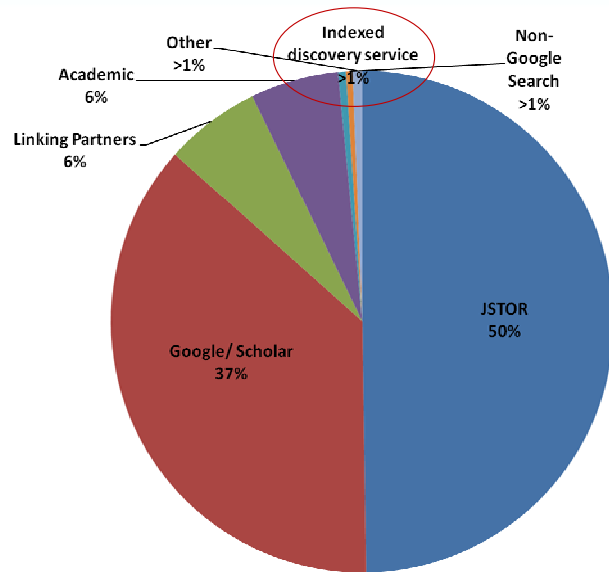


March 2013



## Where is activity originating in JSTOR?

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Where JSTOR 'sessions' originated | 1 January – 31 December 2011



Linking Partners: link resolvers (e.g. SFX); linking partners (e.g. RePEc, philpapers, etc.); publishers (e.g. AMS)

Academic: library websites; LibGuides; Course management systems; proxy servers

Non-Google search: Bing, Microsoft Academic Search, Baidu, Ask.com

Other: Facebook, Wikipedia, RenRen

## What is the early impact on JSTOR usage?

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### Web-Scale Discovery Use: 2010 vs. 2011

	Total Accesses	Searches	Article Views	PDF Downloads
JSTOR	-2%	+7%	0%	2%
Summon	-14%	-23%	+3%	-3%
Primo	-13%	-12%	-3%	-3%
EDS	-5%	+28%	-9%	0%
WorldCat	-9%	+7%	-7%	+1%

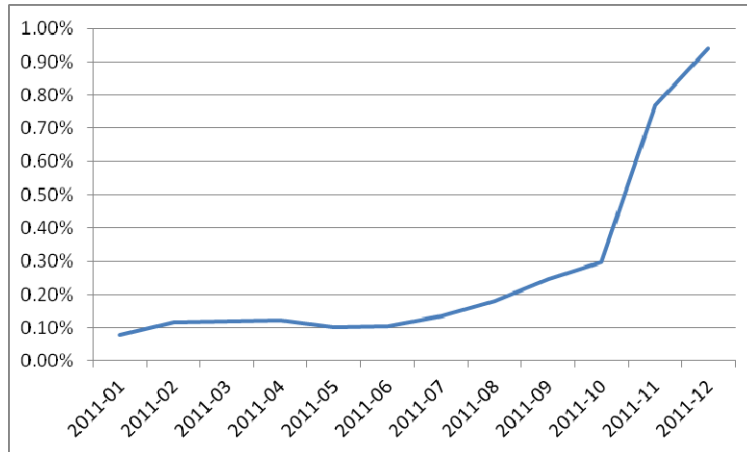


Searches: standard deviation is large for EDS (65%); XML searches dominate

## What is the early impact on JSTOR usage?

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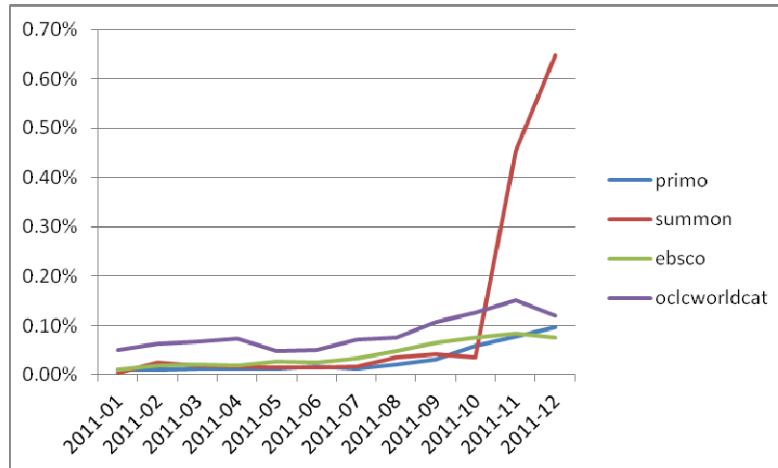
**Figure 1: Content accesses referred from indexed discovery services as a % of overall JSTOR usage**



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**Figure 2: Content accesses referred from individual indexed discovery services as a % of overall JSTOR usage**



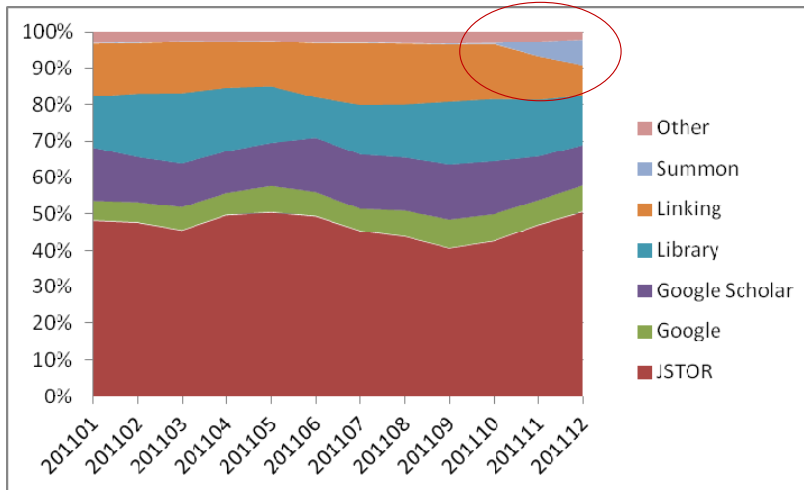
This jump in usage sourced from Summon is almost certainly explained by the Summon platform's introduction of direct linking at this time (rather than routing all traffic through a link resolver). This helps demonstrate some of the complexities of tracking usage based on referrers; this apparent rise in traffic from Summon may in large part simply reflect the removal of an intermediary that previously masked traffic sourced from Summon



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**Figure 3a: US research institution traffic sourcing for content accesses, 2011, Summon example**

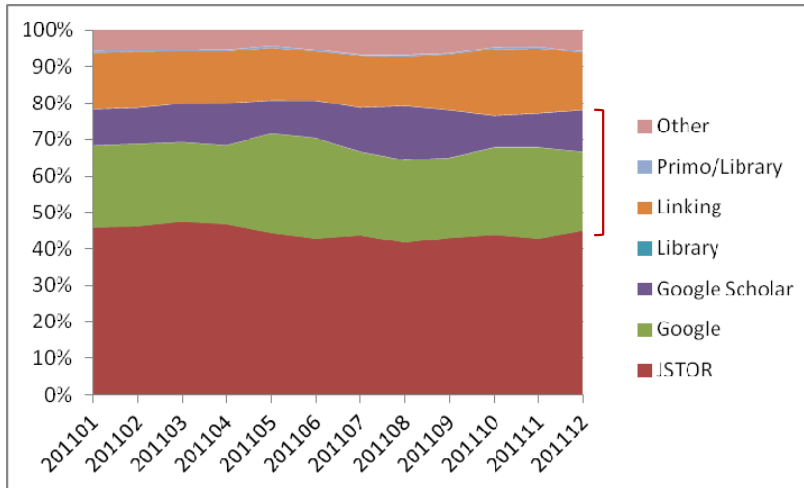


Summon traffic picking up after direct linking implemented

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**Figure 3b: UK research institution traffic sourcing for content accesses, 2011, Primo example**

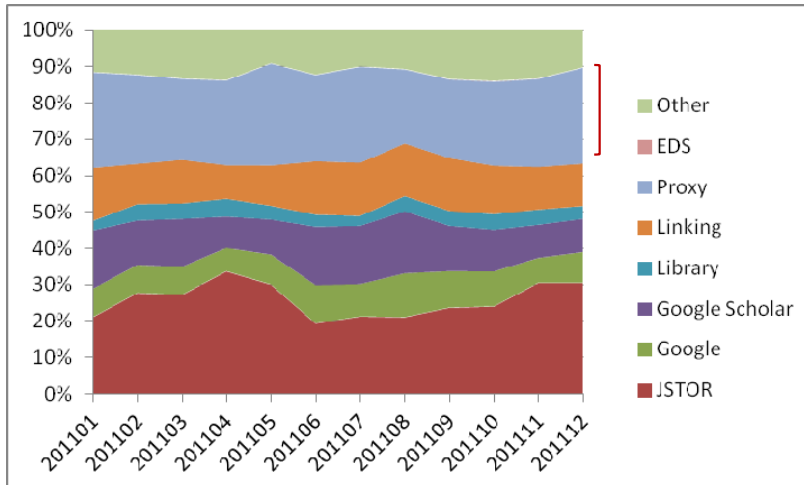


Usual Google/Scholar traffic

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**Figure 3c: ARL institution traffic sourcing for content accesses, 2011, EDS example**

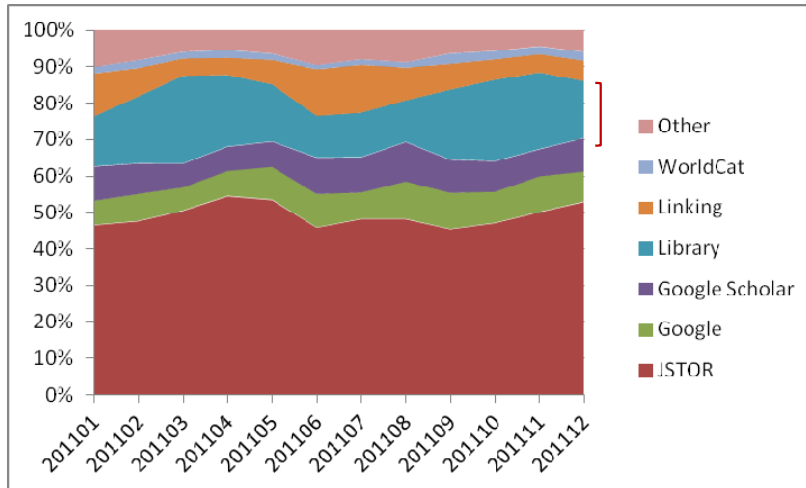


Highlights problem with accurately capturing origins, as activity is directed via proxy server

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**Figure 3d: ARL institution traffic sourcing for content accesses, 2011, WorldCat example**

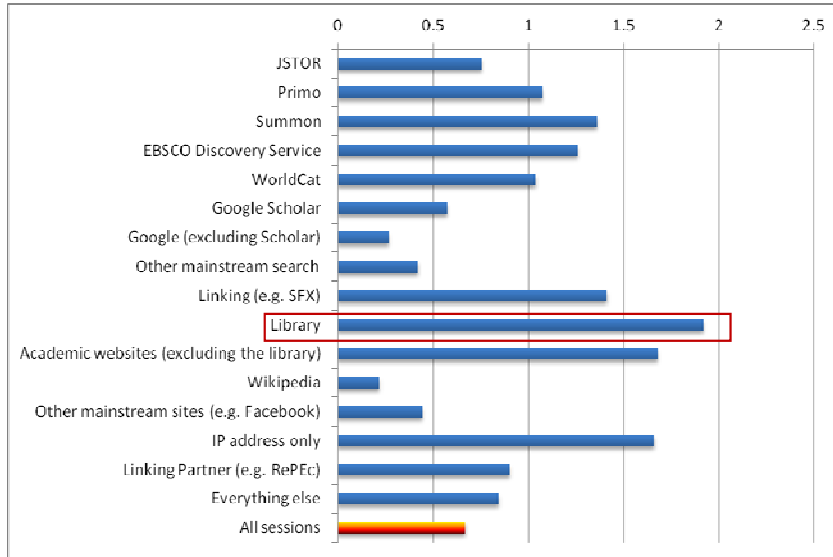


Highlights higher percentage of “Library” traffic ... perhaps driven from WorldCat, but disguised as “Library”?

## What is the early impact on JSTOR usage?

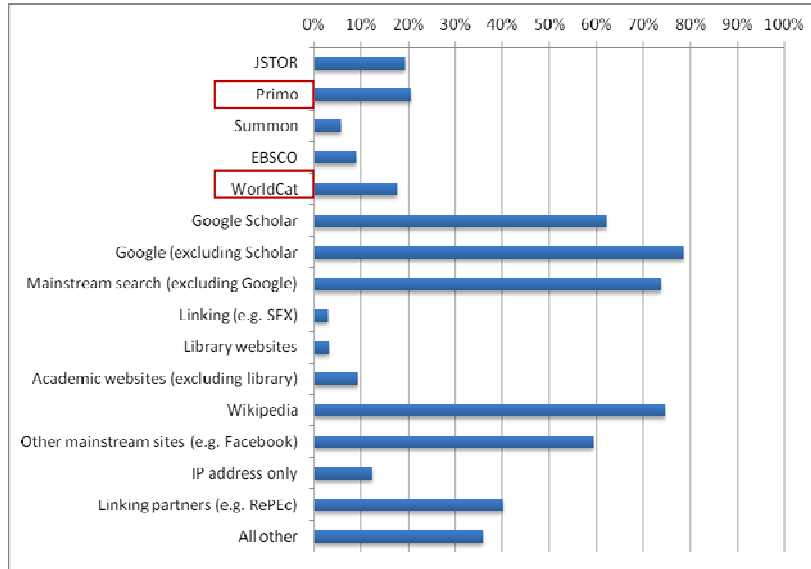
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Figure 4: Average # of content accesses per session by traffic source (2011)



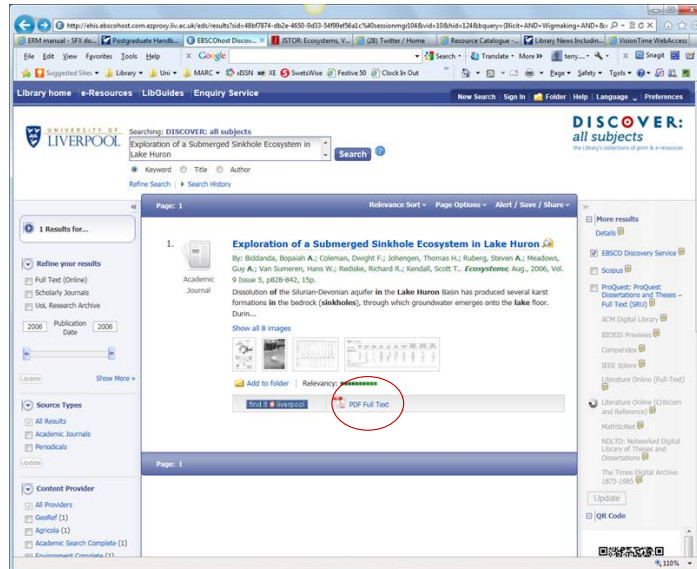
The highest average content accesses per session referrers are library web pages and other academic institutional websites. Mainstream sites (including Google, Google Scholar, Wikipedia, and more) all have a significantly lower average number of content accesses per session. Indexed discovery services all fall in between, a second tier of referrers behind library and institutional websites. Summon and EDS have a slightly higher rate of average content accesses per session than do Primo or WorldCat. The WorldCat numbers may be explained by the inclusion of worldcat.org in this category; Primo is harder to explain, and may relate to the added complexity of categorizing Primo referrers, indicate that Primo is presenting users with links to materials that they may not have access to, or be an artifact of the fact that Primo is typically integrated into the library website in a way that makes Primo sites more accessible to unauthenticated users.

Figure 5: % of referrals resulting in a turnaway (2011)



Percentage of referrals resulting in turnaways. As expected, sites available to mainstream users result in the highest share of turnaways, with more targeted academic sites that often require authentication before a user is directed to JSTOR resulting in a far lower share of turnaways. As above, Primo and WorldCat demonstrate a slightly different pattern than the other discovery services.

Figure 10: EDS default settings does not show article in JSTOR if it is also available in EBSCO database



EDS only shows link to article in EP database

Figure 9: EDS categorizing the same journal in different ways

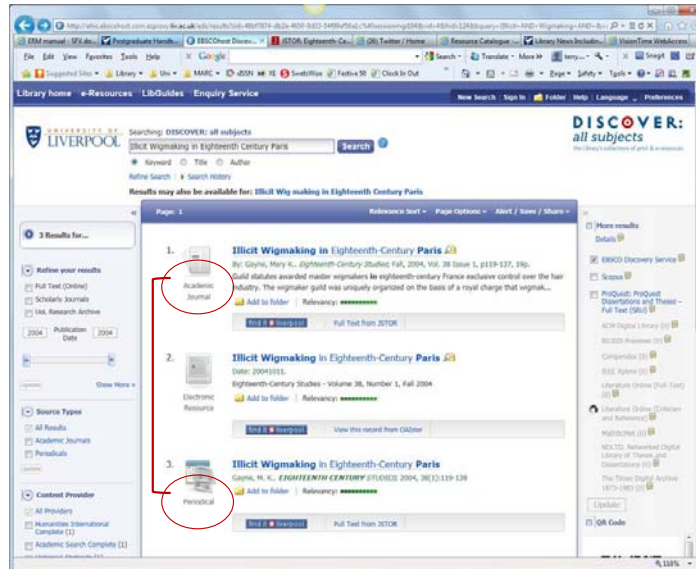
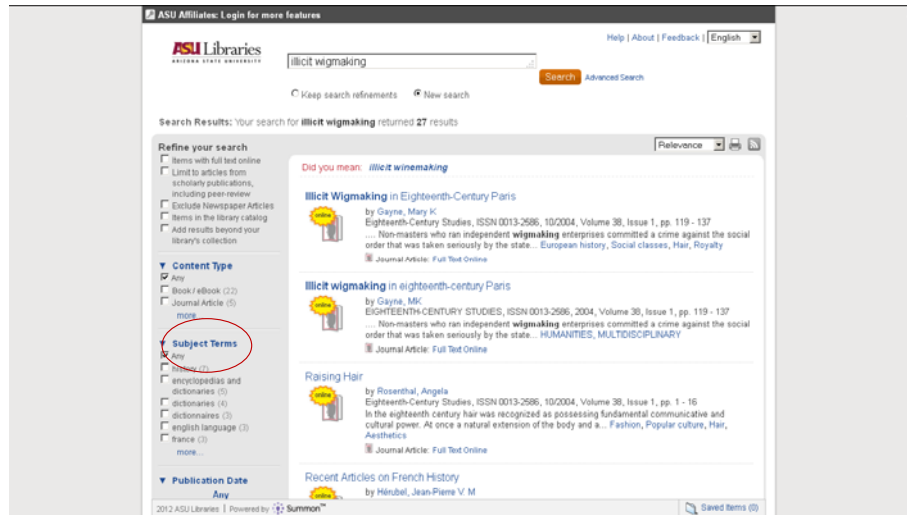




Figure 11a: JSTOR metadata is insufficient for Summon metadata schema and relevancy algorithm



## Figure 11b: JSTOR metadata not optimized for Primo metadata schema and relevancy algorithm

The screenshot shows the Northwestern University Library search interface. The search term is 'illicit wigmaking'. The results are sorted by relevance, as indicated by a dropdown menu circled in red. Two results are visible, both from the journal 'Eighteenth-Century Studies'. The first result is from MUSE and the second is from JSTOR. Both results have identical metadata, including the title 'Illicit Wigmaking in Eighteenth-Century Paris', author 'Gayne, Mary K', and a detailed description of the article's content. The interface includes a left sidebar with filters for format, subject, author, and source database, and a top navigation bar with links to various library services.

**Northwestern University Library** | Guest | My Account | Sign in with your NUID

NUcat (Library catalog) | All Databases | e-Journals | Library Guides | Course Reserves | Help

illicit wigmaking Search Advanced Search

7 Results for **Library resources excluding results from NU Ostar** sorted by: relevance

**Illicit Wigmaking in Eighteenth-Century Paris**  
Gayne, Mary K  
Eighteenth-Century Studies, 2004, Vol.38(1), pp.119-137 peer reviewed  
Full text available

Article Online resource Details Recommendations Additional services Send to X

**Title:** Illicit Wigmaking in Eighteenth-Century Paris  
**Author:** Gayne, Mary K  
**Subjects:** Wigmakers -- France -- Paris -- History -- 18th Century; Wigmakers -- Licenses -- France -- History -- 18th Century; Wigmakers -- Government Policy -- France -- History -- 18th Century; Wigmakers -- Social Networks -- France -- Paris -- History -- 18th Century; Hairdressing -- France -- Paris -- History -- 18th Century  
**Is Part Of:** Eighteenth-Century Studies, 2004, Vol.38(1), pp.119-137 peer reviewed  
**Description:** Guild statutes awarded master wigmakers in eighteenth-century France exclusive control over the hair industry. The wigmaker guild was uniquely organized on the basis of a royal charge that wigmakers purchased prior to becoming guild masters. Non-masters who ran independent wigmaking enterprises committed a crime against the social order that was taken

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**Description:** Guild statutes awarded master wigmakers in eighteenth-century France exclusive control over the hair industry. The wigmaker guild was uniquely organized on the basis of a royal

## Figure 12: Does any non-librarian know what JSTOR Arts & Sciences I Archive Collection is?

The screenshot shows the ASU Libraries search interface. At the top, there is a navigation bar with 'ASU Libraries' on the left and 'ASU Home', 'My ASU', 'Colleges & Schools', 'A-Z Index', 'Directory', 'Map', and 'SIGN IN' on the right. Below this is a search bar with 'ASU Libraries Site' and 'ASU Search ASU Libraries Site' buttons. The main content area displays search criteria for an article: 'Illicit wigmaking in eighteenth-century Paris' by Gayne, MK, published in 'Eighteenth-century studies' (ISSN: 0013-2586) on 01/01/2004, Volume 38, Issue 1, Page 119. A 'Refine or alter criteria' link is provided. Below the search criteria, a table lists 'Content is available via the following links:'. The table has three columns: 'Coverage Range', 'Resource', and 'Links to content'. The first row shows a coverage range of '10/01/1967 - 12/31/2006' for the 'JSTOR Arts & Sciences I Archive Collection' (circled in red), with links to 'Get Article' and 'Go to Journal'. The second row shows '09/01/2002 - 1 year ago' for 'Literature Online (LION)', with similar links. The third row shows 'Fall 1995 - present' for 'Project MUSE - Standard Collection', with similar links. A 'Publisher via CrossRef' link is also present. At the bottom, there is a 'More options:' section with the text: 'Search the ASU Libraries' Catalog to determine if a print or microfilm copy of the item is available'.

Coverage Range	Resource	Links to content
10/01/1967 - 12/31/2006	JSTOR Arts & Sciences I Archive Collection	<a href="#">▶ Get Article</a> <a href="#">Go to Journal</a>
09/01/2002 - 1 year ago	Literature Online (LION)	<a href="#">▶ Get Article</a> <a href="#">Go to Journal</a>
Fall 1995 - present	Project MUSE - Standard Collection	<a href="#">▶ Get Article</a> <a href="#">Go to Journal</a>
	Publisher via CrossRef	<a href="#">Get Article</a>

## Next Steps

- Expand usage analysis to more institutions using each of the discovery services, as well as compare to institutions not using a discovery service;
- Work with discovery providers to more accurately and consistently provide origin designators;
- Gain deeper understanding of how library admin modules work in the various services and provide input to participating libraries and publishers;
- Improve scope of metadata being delivered to discovery service providers; optimize metadata delivered to provider-specific metadata schema and relevancy algorithms;
- Experiment with providing more than metadata to providers and measure change in usage; if measurably different, consider implementing with preferred partners;
- Reward good behavior amongst the discovery providers; expose bad behavior

