

Readership of *Journal of Black Sexuality and Relationships* on Project MUSE

2023-2024

Summary

Readership continues to grow at a very good rate. An area for concern, but also an opportunity, is that a high percentage of the potential audience appears not to currently have access to the journal through their libraries. If we can reach out to more of these individuals and, if applicable, their institutions, there is room for subscription growth.

Please remember that the statistics for all UNP's journals in this report are here to give you some context about what the past two years have looked like for other journals. However, they should not be used to label your journal's numbers "good" or "bad" by comparison. Many factors go into the number of hits a journal receives that have no relationship to how important or well-researched and well-written its articles are, including:

- How big is the potential audience? Interdisciplinary journals may have larger potential audiences than those more narrowly focused on one area of research. Journals that are regional in scope may have smaller potential audiences than those that have an international perspective. Journals with articles relevant to undergraduate research papers will have more potential readers than those that are presenting higher level concepts.*
- Is it a society journal with members who receive the print version? If many of a journal's most likely readers are getting each issue in the mail, that will probably reduce the number of online readers.*
- Is the journal producing issues on a regular basis? New content coming out in a predictable fashion—whether that is once a year or four times a year—leads to more readership.*
- What percentage of the journal's content is articles and what percentage is reviews and other content? Reviews are generally well-read in the first year or so after publication, but hits dwindle over time. Articles tend to have more staying power.*
- How old is the journal? The older the journal, the more content there is available for readers to discover and rediscover. There is also the potential for an older journal to have developed a reputation as a must-read—or at least a must-check reference.*
- How many libraries provide access to the journal? The Project MUSE collections a journal appears in will affect how many people will be able to read it. A description of the various collections is available at <https://about.muse.jhu.edu/librarians/journal-collections/>.*

JBSR's 2023-2024 MUSE Collection(s)

Premium (≅1,100 libraries)

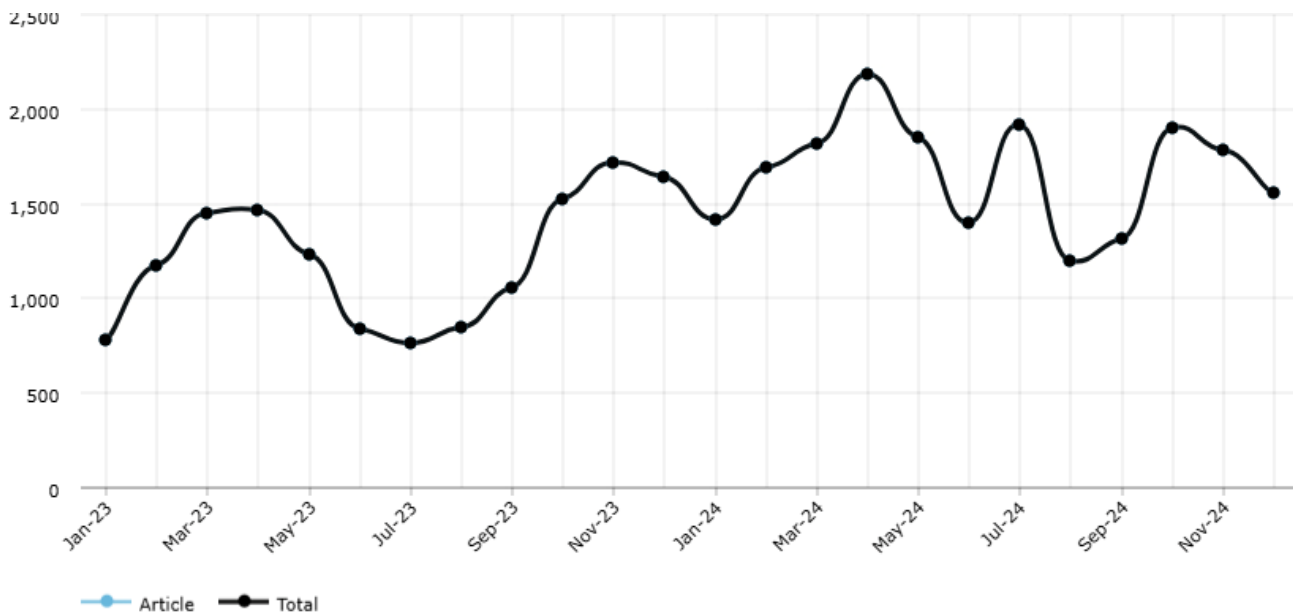
Total Hits (HTML views and PDF downloads combined)

The following statistics represent all HTML views and PDF downloads of articles, reviews, and other content over the time period.

Month	Total Hits
Jan. 2023	780
Feb. 2023	1,167
Mar. 2023	1,450
Apr. 2023	1,465
May 2023	1,228
Jun. 2023	834
Jul. 2023	763
Aug. 2023	841
Sep. 2023	1,055
Oct. 2023	1,522

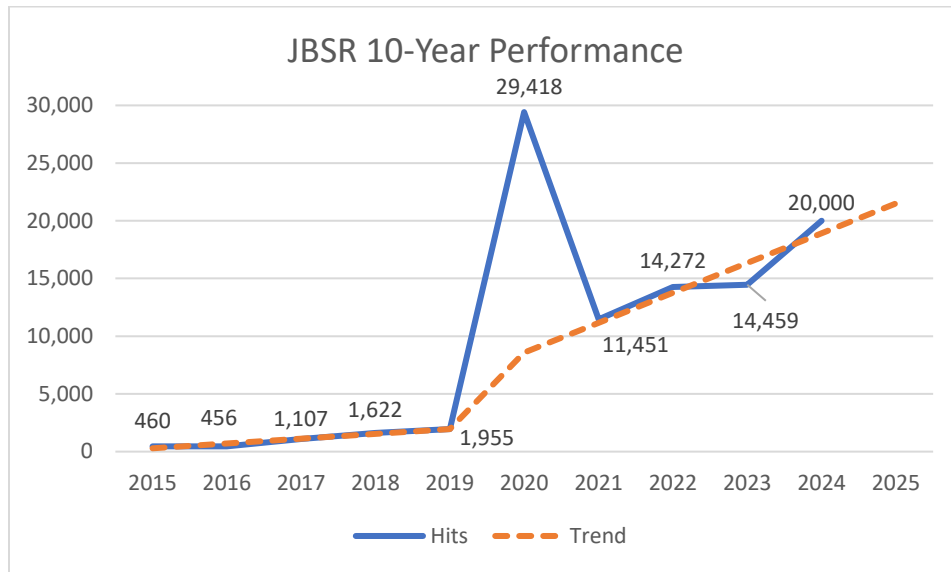
Month	Total Hits
Nov. 2023	1,717
Dec. 2023	1,637
Jan. 2024	1,412
Feb. 2024	1,688
Mar. 2024	1,815
Apr. 2024	2,179
May. 2024	1,848
Jun. 2024	1,395
Jul. 2024	1,918
Aug. 2024	1,199
Sep. 2024	1,310
Oct. 2024	1,896
Nov. 2024	1,784
Dec. 2024	1,556
Total	34,459

The 34,459 total represents a 34% increase over the 25,722 hits in 2021-2022.



The spike in July 2024 is a bit unusual. It did correspond to the release of a new issue, 10.3-4, but only 33 of the month's 1,918 hits were attributable to that issue. The other peaks correspond more closely to normal academic year usage.

Long-Term Performance and Trends



Once again, *JBSR*'s long-term performance can be divided into two segments: MUSE Hosted (2015-2019) and MUSE Collection (2020 on). While it was too early last time to state with confidence that the journal was on a strong upward trend, it is probably safe to claim it now.

The spike seen in 2020 was due to the freely available content for a few of the early pandemic months and was not taken into consideration in calculating the trend.

Top Articles

The average article in *JBSR* had an average of 6.4 hits per month in 2023 and 2024, which was just a little higher than the previous report period. For comparison, the average UNP article had 1.7 hits per month, although there were a handful of extremely popular articles, some of which were temporarily made free, that distort that UNP number to something higher than it would have normally been.

These are the 25 most frequently accessed articles during the time period. They accounted for 66% of all hits.

Article	Issue	Hits	Rank among top 50 UNP articles
The Intersection of Race and Gender: Teaching Reformed Gender Ideologies to Black Males in the Context of Hegemonic Masculinity	1.4 (Spring 2015)	5,376	#6
“Work What You Got”: Political Participation and HIV -Positive Black Women’s Work to Restore Themselves and Their Communities	1.1 (Summer 2014)	2,137	#34
Internalization of the Thin Ideal, Media Images and Body Image Dissatisfaction in African American College Women: Implications for Black Female Sexuality	1.4 (Spring 2015)	1,762	#42
Editor's Note: The Journal of Black Sexuality and Relationships Is Finally Here	1.1 (Summer 2014)	1,328	
From Princess to Queen: A Black Feminist Approach to Positive Sexual Identity Development	1.3 (Winter 2015)	1,240	
Theorizing Religious Abuse within the Context of Intimate Partner Violence: The African American Community	1.4 (Spring 2015)	1,164	

Article	Issue	Hits	Rank among top 50 UNP articles
The Female Condom: Knowledge, Image, and Power	1.3 (Winter 2015)	890	
An Explorative Study of Black Women’s Sexual Health Throughout Womanhood	1.1 (Summer 2014)	799	
Black Feminist Literacies: Ungendering, Flesh, and Post-Spillers Epistemologies of Embodied and Emotional Justice	4.1 (Summer 2017)	734	
How Adopting Stereotypical Roles May Impact Sexual Risk Behavior among African American College Women	1.4 (Spring 2015)	702	
Something New: A Scholarly Review and Clinical Perspective of Black Online Dating	1.2 (Fall 2014)	686	
From the Perspectives of Black LGBTs in the US: Medical Providers’ Comfort with Patients’ Sexuality	1.1 (Summer 2014)	643	
Grounded Theory: Exploring Sexual Attitudes and Beliefs Influencing Black Fathers’ Decisions Not to Marry	1.2 (Fall 2014)	590	
Bullied Out of Position: Black Women’s Complex Intersectionality, Workplace Bullying, and Resulting Career Disruption	4.3 (Winter 2018)	516	
Re-Imagining Masculinities: How Black Queer Feminism Can Liberate Black People from the Toxicity of Patriarchal Masculinity	5.1 (Spring 2019)	420	
Cross-Racial Relationships on Family-Themed Television Shows: An Indicator for Larger Race Relations in the United States	1.3 (Winter 2015)	414	
Sex as a Concealed Weapon: Race, Gender, and Incivility of Office Politics	1.2 (Fall 2014)	414	
Scandal: Same Ol’ Stereotypic Shit, Just a Different Day	1.3 (Winter 2015)	410	
Our Village Is Watching: Sociocultural and Attitudinal Factors Related to HIV Sexual Risk Behaviors among Black South African Men Who Have Sex with Men	1.4 (Winter 2015)	392	
Sex for All: Sex Positivity and Intersectionality in Clinical and Counseling Psychology	6.1 (Summer 2019)	376	
Young Black Men Who Have Sex with Men and Women: To Disclose or Not to Disclose, What’s the Risk in the South?	2.4 (Spring 2016)	339	
An Exploration of the Sexual Behaviors of Emerging Adult Men Attending a Historically Black College/University	1.1 (Summer 2014)	331	
“I Don’t Have a Problem with It, But Other Guys Do”: An Exploration of Condom Negotiation among Young Black Men Who Have Sex with Men in the South	1.2 (Fall 2014)	314	
Re-Search: The Missing Pieces in Investigating African-American Relationship Dynamics and Implications for HIV Risk	1.3 (Winter 2015)	304	
“This Is the Nature of the Treat!”: Black Male Gendercide, Social Dominance Theory, and the Evolutionary Origins of Inter-Group Conflict	8.4 (Spring 2022)	299	

The freely available first volume of the journal still dominates the

The journal’s #1 article is the same as in 2021-22, partially due to being from the free first volume. The main change is in how many hits it received; 5,376 hits represent a 260% increase! The #2 article was further down the list last time, with an over 500% increase to get to 2,137.

Unfortunately, only three articles made the top 25 that were not only the last list, and only one of them, the #25 article, was from an issue published in the past three years. This may point to an access problem for a good portion of the potential audience. Over 20,000 hits, or about 60% of the total, came from “no institution”, meaning that the originating IP address was not associated with a MUSE-subscribing institution, and the reader did not use another means of institutional authentication (e.g. Shibboleth). Even if the

institution had a MUSE subscription that did not include *JBSR*, we would still see that institution credited when one of its faculty or students accessed a free *JBSR* article. Some of these hits, undoubtedly, came from outside the academic community, and it would be difficult to reach them through subscriptions. Assuming many of them, however, came from students and faculty at institutions with relevant programs but no MUSE access presents a marketing challenge for us.

There were six issues (three double issues) published during this timeframe. These are the most popular articles from each.

Issue	Article	# Months Available	Total Hits	Avg. Hits/ Month
10.3-4	The Role of Bullying and Perceived racial Discrimination on the Mental Health of Asian American High School Students During the COVID-19 Pandemic	6	36	6.0
10.1-2	Systematic Environmental Racism and Injustice: Title IX Black Female Sports Inequality	13	124	9.5
9.3-4	The Love Jones Cohort: Single and Living Alone (SALA) by Choice, Circumstance or Both? Is Marriage the Option?	21	153	7.3

While these articles all performed as well as or better than the “average” *JBSR* article in terms of average hits per month, the difference is not as pronounced as it was two years ago when the top articles from each new issue performed considerably better than the average. It still means, however, that new content attracts readers.

Single Article and Issue Purchases

Project MUSE does offer a pay-per-view option for people without subscription access. We are not picking up large numbers of readers this way, but there were over 20 purchases of single articles and four purchases of entire issues in 2023-2024.

Top Issues

The following are the top five issues during this timeframe.

Issue	Hits	% of Total Hits
1.4 (Spring 2015)	9,591	28%
1.1 (Summer 2014)	5,394	16%
1.3 (Winter 2015)	4,154	12%
1.2 (Fall 2014)	2,701	8%
4.1 (Summer 2017)	1,096	3%

These five issues, which were the top five last time, too, represented 67% of all hits during the two-year period. It would have been nice to see a more recent issue replacing 4.1 in the list, but given the journal’s popularity with readers who do not have full access to it, the other four issues are to be expected.

Global Usage (Countries with at least 3% of the total downloads)

Country	%
United States	59%
Canada	7%
United Kingdom	6%
China	6%
Other	22%

For comparison, UNP's total usage over the two-year period was roughly 50% United States, 15% Canada, 8% China, 7% UK, 3% Germany, and 22% all other countries. So, other than the US audience being higher and the Canadian audience being lower, the *JBSR* audience is quite similar to that of UNP journals as a whole.

The maps below compare the most recent international usage compared to the previous two-year period. In addition to the percentage of usage outside the US growing (37% in 2021-22 and 41% in 203-24) there appear to be more total countries represented on the more recent map than the earlier one.

Legend for the following maps:

Blue: 1st quartile
Yellow: 2nd quartile
Green: 3rd quartile
Pink: 4th quartile

JBSR 2023-2024

