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## The Context of Paratext: A Bibliometric Study of the Citation Contexts of Gérard Genette's Texts

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# Examining Paratextual Theory and its Applications in Digital Culture

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# Chapter 1

## The Context of Paratext: A Bibliometric Study of the Citation Contexts of Gérard Genette's Texts

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### ABSTRACT

*Based on two sets of data consisting of research articles from Web of Science, analyses were made on articles citing Genette and articles using the paratext concept. The purpose was to investigate the context in which the paratext concept is used and Genette is cited by analyzing the journals and research fields in which the articles were published, the literature these articles are based on, and the terminology used in the articles. This chapter presents the results, which show both close connections and similarities in citation patterns, namely, to literature studies and to the humanities in general. It is also possible to see signs of an increased interest in digital media and a widening of cultural expressions studied within the realm of the humanities, such as computer games, while Genette and paratextual theories are used to a much lesser extent in the social sciences. In addition to the empirical study, the relation between paratext studies and bibliometrics is briefly discussed.*

### INTRODUCTION

Gérard Genette (1997) suggested analyzing paratext (i.e., elements related to a document not being the core of the text in itself, but still being an essential part of both the document per se and our perception and use of it) as a means for understanding documents and how we gain access to them. But how have Genette's ideas and the paratext concept been used by other scholars; and which paratextual elements, if any, can be used in the analysis?

This chapter sets out to analyze paratextual elements such as bibliographic metadata and references through bibliometric analyses—that is, quantitative analyses of texts and text representations—to study the texts and contexts in which Genette's texts and the paratext concept are used. The use of Genette's ideas and paratextual theories is, in this case, represented by scholarly journal articles either citing texts by Genette or using the term *paratext*. And by analyzing different kinds of metadata, we can identify different characteristics of some of the scholarly contexts in which these

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ideas and theories are used. In this chapter, these contexts are analyzed in terms of how these ideas have been used over time, in what languages texts using these theories have been published, and in what research fields these ideas and theories can be found. The scholarly context in terms of research topic, and in conjunction with what other cited authors Genette's ideas and paratextual theories are being used, is also investigated in this chapter. Apart from providing us with insight into how Genette's ideas and paratextual theories have influenced scholarly activities in different contexts, it gives us an opportunity to reflect on the extent to which we can talk about these various contextual aspects as a reflection of scholarly impact and of the transfer of ideas into different scholarly communities.

In addition to describing the context of the articles using Genette's ideas and the paratext concept, this study provides an opportunity to briefly discuss the extent to which the use of bibliometric analyses of different characteristics of documents and links between documents can be seen as a strategy for empirically analyzing paratext. This study also takes a look at the extent to which the concept of paratextual elements can be said to include not only bibliographic metadata and the references and citations, for instance, but also the actual documents that create links to the texts that are the point of origin for our analyses.

The influence of French theorists on American academia in general has been investigated in depth by Cussett (2008) and the impact of French theory on the library and information science (LIS) field has been analyzed by Cronin and Meho (2009) through a bibliometric analysis. "French theorists" should be understood as the reception and impact of French post-structuralist philosophers and theorists in the United States and in LIS, rather than as individuals or as some kind of movement, *per se*. Both these studies are conducted from a macro-perspective, and although Cussett also discusses individual theorists, Genette is only mentioned in passing. An approach for investigating the im-

pact and context of humanities research through analyses of individual authors and texts was suggested by Hammarfelt (2011), who used analyses of the impact of Walter Benjamin and his book *Illuminations* as an example. More specifically, bibliometric studies influenced by paratextual theories have primarily focused on analyzing acknowledgments and blurbs (Cronin & Franks, 2006; Cronin & La Barre, 2005; Salager-Meyer, Alcaraz-Ariza, Luzardo & Jabbour, 2011).

## **METHODOLOGY**

Studying how references and citations are structured and what impact they have obviously requires data sources in which document references are indexed. Typically, data sources of this kind—often referred to as citation databases—are limited to databases indexing scientific/scholarly journals (as opposed to anthologies and monographs, for example) with emphasis on scholarly texts in medicine and the hard sciences. Journals in the social sciences and the humanities (SSH) are, to a much lesser extent, indexed in citation databases such as the Web of Science (WoS) databases produced by Thomson Reuters; and the vast amount of SSH literature published in books and in languages other than English is only covered to a very limited extent, if at all. This means that data that is accessible through these databases only contains one particular subset of the scholarly literature in literature studies and other SSH fields, namely journal articles, and predominantly English ones. This limitation needs to be considered, particularly since a great deal of the scholarly literature in many SSH fields is published in books, as well as in other languages. Considering the lack of available data, it is very hard to determine the extent to which the available dataset of journal articles is representative of the humanities in general, for example, and how the analyses would be affected by a broader set of data, including books and literature in other languages. In an analysis of Swedish

## *The Context of Paratext*

literary studies and research grant proposals in literary studies in Sweden, Hammarfelt (2012b) found moderate similarities in citation patterns when comparing the Swedish material and the structures found in analyses of literary journals indexed in WoS. Also, looking into the journals indexed in WoS from the SSH fields, one could argue that the journals indexed are more often of a local Anglo-American origin, compared to journals in the hard sciences and medicine, which tend to be of international origin and nature. We find, for instance, that journals in law studies, in literature studies or in educational research deal to a much greater extent with local or national issues. However, even though the publications indexed in the WoS databases have these limitations, an option for studying the impact of SSH literature published outside the realm of English language journal articles is to analyze “non-source items.” Although the documents indexed in the WoS databases are limited to journal articles, the references from the journal articles—which are all also indexed—are not limited to particular publication types or languages. Thus, by using the Cited Reference Search option in WoS, we can conduct different kinds of citation analyses on SSH literature outside the journals being indexed in the WoS databases through the reference lists of the journal articles indexed in WoS (Butler & Visser, 2006). This means that, although the French works by Gérard Genette are not indexed in the WoS databases, we can analyze the use of his books by studying the journal articles citing Genette to find out who has been citing him, where these studies have been published and with whom Genette has been cited.

The use of non-source items is particularly interesting in the case of bibliometric analyses of the humanities. Hammarfelt (2011) adopted this approach to investigate the possibility of tracing the impact of humanities research on other research fields, using the example of Walter Benjamin’s book *Illuminations*. Hammarfelt thus identified the impact that an individual work had outside

scholarly journal literature, crossing research field boundaries that are stretched out over time. This approach goes beyond the traditional impact indicators used in many bibliometric analyses. Apart from identifying the impact of humanities scholars in terms of how often their texts are being used by other scholars and scientists, the act of analyzing citations and how they appear together in the humanities literature also reveals other structures that differ quite drastically from structures in research fields in the hard sciences. Co-citation analysis—a method investigating how often documents, their authors or the journals they are published in appear together in the reference lists of a collection of texts—has often been used to identify research areas within a larger research field (e.g., White & Griffith, 1981), where the cited documents are seen as symbols of the ideas expressed in the text; furthermore, the authors of the cited texts are interpreted as concept symbols for particular research orientations (Small, 1978). However, when conducting co-citation analyses on texts from the humanities, the structures identified show networks of cited authors spanning decades, if not centuries, and representing a wide range of topics in cultural and intellectual history.

Following Hammarfelt’s (2011) approach to analyzing Walter Benjamin and the impact of humanities research, search queries were executed on “Genette G” in the Cited Author field in WoS: Cited Reference Search, yielding about 1,850 references to works by Genette in around 6,853 articles. All the information on the 6,853 articles citing Genette in WoS was downloaded for analysis using the Bibexcel<sup>1</sup> software (Persson, Danell & Schneider, 2009). Analyzing this information made it possible to investigate how Genette has been cited over time and by whom, in what journals, and in which research fields, and to investigate with whom he has been cited and in what conceptual context his work has been used. In the network analyses on author and journal co-citation contexts, as well as the conceptual co-occurrence analyses, visualizations and text

mining were done using the VOSviewer<sup>2</sup> software, version 1.5.3 (Van Eck & Waltman, 2010). The VOSviewer uses co-occurrence frequencies of words or cited authors/journals (the number of times these entities appear together in different texts) as proximity measures to make distance-based maps. VOS stands for “view of similarities”; that is, the more similar two individual entities are, based on how often they appear together in different texts, the closer they will be to each other on the map. To contextualize these analyses, a second document set was created based on a “topic search” in WoS on “paratext\*” (documents where “paratext” or variations of the word can be found in titles, abstracts or keywords), resulting in almost 250 documents, for which the information from WoS was also downloaded.

The context of use for Genette’s works, and the context of articles in which the term *paratext* is used, were analyzed on four different levels. At a basic level, the distribution of articles per year was investigated to determine whether there has been an increase or a decrease in the use of paratextual theory, as reflected in the articles indexed in the WoS databases; the distribution of articles per language was also investigated to see to what extent the analyses would be affected by the great majority of English language journals indexed in the WoS databases. The publication context, or journal analysis, was investigated in two different ways: the distribution and co-occurrence of journals (McCain, 1999) being cited in the two document sets and the distribution of WoS Categories (the subject categories assigned by WoS to the journal in which the articles are published). This allows us to see in which research areas paratextual theory has been used. In order to investigate the context of Genette’s works and paratextual theory, that is, which authors the documents citing Genette or using paratextual theories are drawing from, author co-citation analyses (White & Griffith, 1981) were performed. Finally, the intellectual context was investigated by analyzing the conceptual structure of the texts using the term *paratext*

and/or citing Genette. This was done by analyzing the co-occurrence of keyword terms (analyses mapping words or concepts by the number of times they appear together in texts) found in the titles, abstracts and keywords in the article sets (Van Eck & Waltman, 2011).

The results of the co-citation and word co-occurrence analyses using the VOSviewer software are visualized as maps, graphically representing relations between words or cited authors/journals in the form of networks. The links between words or cited items, and the strength of these links, are based on the number of times keywords or cited items appear together in texts and reference lists and in the maps; the strength of these links are represented both by how close the items appear on the map and by lines in the map, linking items with strong relations. Using co-citation analysis to identify research areas within research fields using citations as concept symbols is, as previously mentioned, an established strategy for mapping research fields; however, particularly when applying these methods to literature from humanities research, there are also questions regarding what kind of structures we identify in those analyses and how these structures can be interpreted (Hammarfelt, 2012a). Another strategy for identifying research orientation structures is the co-occurrence analyses of keywords, developed by Whittaker (1989), among others, and later used by Milojević, Sugimoto, Yan and Ding (2011). As with co-citation analysis, the idea is to map a conceptual structure of a research field through its texts; however, whereas citations are dependent on what kind of literature the citing document is citing for the structure to be “legible” as a reflection of the structure of a particular field, using keywords will show a structure based on a conceptual structure that may or may not vary in relation to the co-citation maps.

As previously mentioned, the analyses are based on two datasets: one based on journal articles citing different texts by Genette and the other based on journal articles using the paratext

## The Context of Paratext

concept. The “Genette” dataset consists of WoS data for 6,853 articles and the “paratext” dataset is based on 234 articles. Given that Genette has been publishing—and been cited—since the 1960s and that he introduced the “paratext” concept in the late 1980s—with a full English translation of the key text in 1997—and considering that paratext is not the only reason for citing Genette, the “Genette” dataset is substantially larger than the “paratext” dataset. There are both differences and similarities between the datasets. One noticeable difference is that there is only an overlap of 112 articles between the datasets, meaning that there are 122 articles that use the paratext concept without citing Genette, the person who originally introduced the concept. In the following section, differences and similarities between the datasets measured as raw frequencies and co-occurrence frequencies will be investigated in terms of when the articles in the datasets were published, in what languages they were written and in which countries the authors are active. We will also investigate what research fields the articles come from, as well as the citation networks, both in terms of which journals the references come from and which authors are being cited. In addition, other key concepts used in these articles and present in such fields as the title, keywords, and abstract, will also be analyzed. By analyzing both these datasets in the same way, we will be able to see if there are any substantial differences between journal articles citing Genette in general and those focusing on the use of the paratext concept.

## RESULTS

When analyzing the reception of French theorists in the United States, Cussett (2008) identified a decrease in use from the late 1990s onwards. At the same time, there also seems to be a difference between the social sciences and the humanities, where the use of French theory in library and information science has increased steadily over the

last three decades (Cronin & Meho, 2009); and when analyzing how Michel Foucault has been cited, citations to Foucault in scholarly journal articles in all academic fields have decreased from the late 1990s onwards, while the number of citations from the social sciences has increased in the 2000s (Åström, 2010). Considering this, the distribution over time of articles either citing Genette or using the paratext concept was analyzed (Figure 1).

Genette’s influence took off during the early 1970s and increased over the next 15 years. Generally, it has remained relatively constant since the late 1980s, although there was a slight decrease starting in the early 1990s that lasted through to the mid-2000s. This can be compared to the “paratext” document set, where the growth in the number of articles is slow up until the late 1990s, after which we can identify a substantial increase in texts. When comparing the curves, and especially when looking at the percentages of distribution over time for the two document sets, the distribution for the “Genette” set is more even over the years, whereas the “paratext” set shows a dramatic increase over the last 10–15 years. One explanation is of course that the paratext concept was introduced by Genette in 1987, about twenty years after he started publishing his works, and that the English translation of the book *Paratexts: Thresholds of interpretation* was published in 1997.

An issue that is often discussed in relation to analyses of data from the WoS databases, particularly when it comes to analyzing SSH research fields, is the well-known dominance of English language journals in WoS. To control for the potential effect of this fact on the results from these analyses, the distribution of articles per language was analyzed in both datasets (Table 1).

In both datasets, the majority of the articles are in English. The main difference is that the English articles are slightly less dominant in the “Genette” dataset than they are in the “paratext” dataset; at the same time, the share of French articles is



Figure 1. The distribution of WoS indexed articles citing Genette or using the paratext concept, per year

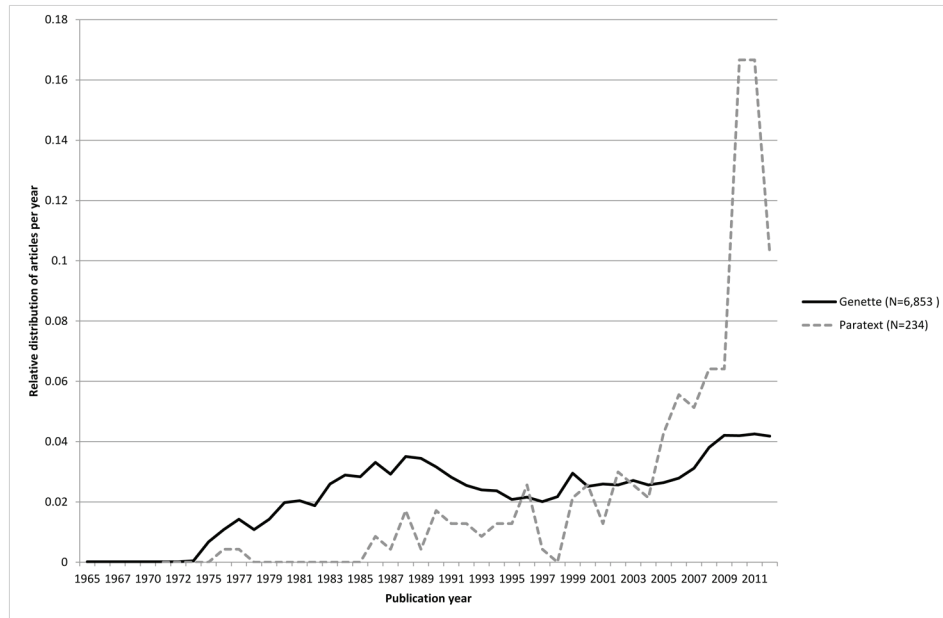


Table 1. Relative distribution of articles/language for articles citing Genette or using the paratext concept

Genette (N=6,853)		Paratext (N=234)	
English	53%	English	61%
French	27%	French	17%
Spanish	7%	Spanish	8%
German	6%	German	7%
Italian	5%	Italian	3%
Other	2%	Other	4%

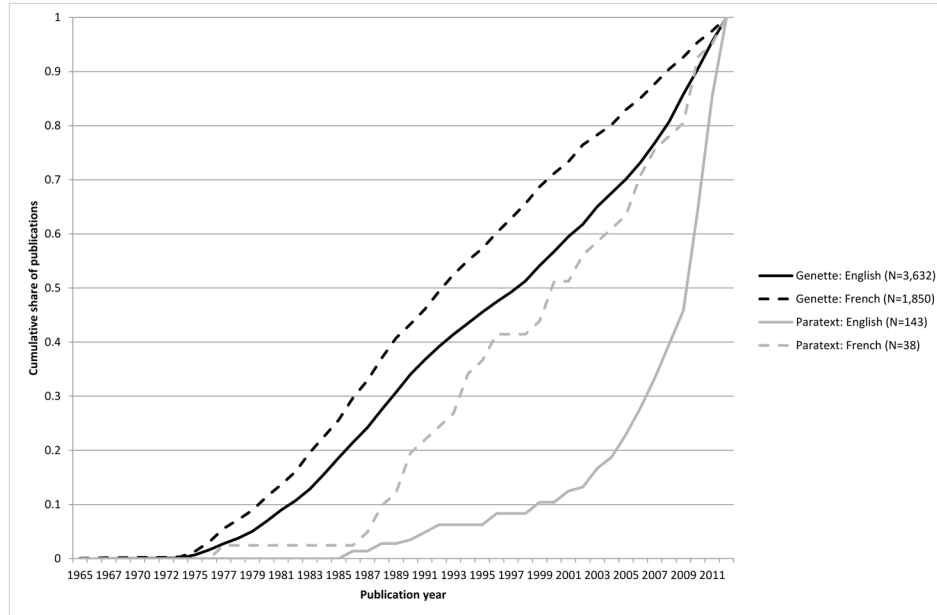
higher among the set of articles citing Genette. Considering that ten years passed between the original French version in 1987 and the English translation of Genette’s *Paratexts* in 1997, we would expect an increase in articles citing Genette and using the paratext concept written by English authors after 1997. When analyzing the cumulative share of articles written in English and French for both datasets, we find that this holds true for the articles using the paratext concept: only 8% of

English articles were published in 1997 or earlier, while the share of French articles published before 1998 had already reached 41%. In the case of articles citing Genette, the cumulative growth over the years is more linear for both English and French: of all articles in English citing Genette, almost 25% had been published by 1987, the year of publication of the original French version of the *Paratext* book; and by 1997, the year of the translation, almost 50% of the articles in English had been published. The corresponding numbers for articles in French is 33% in 1987 and 63% in 1997 (Figure 2). Even though half of the articles in English citing Genette were published after the English translation of *Paratexts*, and certainly had an effect on the degree of Genette’s influence in the English-speaking world, the effect over time is not nearly as dramatic for articles citing Genette as for those using the paratext concept.

In addition to analyzing the languages the articles were published in, the authors’ addresses were also analyzed to investigate which country the authors of the articles were active in. The findings

## The Context of Paratext

Figure 2. The cumulative share of articles in English and French citing Genette or using the paratext concept, per year



clearly correspond to the analyses of languages the articles were published in. Among the articles citing Genette, 55% of the articles were from the United States and published in 1997 or earlier, while 35% of the articles were from France and published in the same time frame; among the articles using the paratext concept, 9% came from the United States and 25% came from France. The most conspicuous finding here is the low number of articles by authors with French addresses, which could be a reflection of an increase in non-English journals being indexed in the WoS databases over the last few decades. However, it might also be a result of the fact that French humanities scholars only started to publish journal articles that are indexed in the WoS databases relatively recently. To some extent, this follows a trend in which SSH scholars in general increasingly publish their research in journal articles in response to changes in the academic reward system, where publishing in international journals is emphasized (Whitley & Gläser, 2007). At the same time, it should also

be kept in mind that the datasets are different. The “paratext” dataset is small and spans over a relatively short period, while the “Genette” dataset is substantially larger and covers a much longer timespan, making the results of the analyses of the latter more robust.

There are differences between the results from analyses of the two datasets, illustrating a difference between Genette’s impact in general and the impact of paratextual theories, as represented by the use of the paratext concept. Perhaps the most noteworthy difference is how, on one hand, the share of French articles is larger among the articles citing Genette than among articles using the paratext concept, while, on the other hand, the distribution of English articles citing Genette over time is more even than among the English articles using the paratext concept. Again, this should be seen in the light of the differences between the two datasets in terms of size and timespan, but one could also question whether this reflects a difference in how, and for what ideas, Genette has been

recognized. While works citing Genette are more evenly distributed over time in both English and French—in the United States and in France—the analyses of the “paratext” dataset might indicate that the use of that particular concept has received more attention in an Anglo-American context than in a French context.

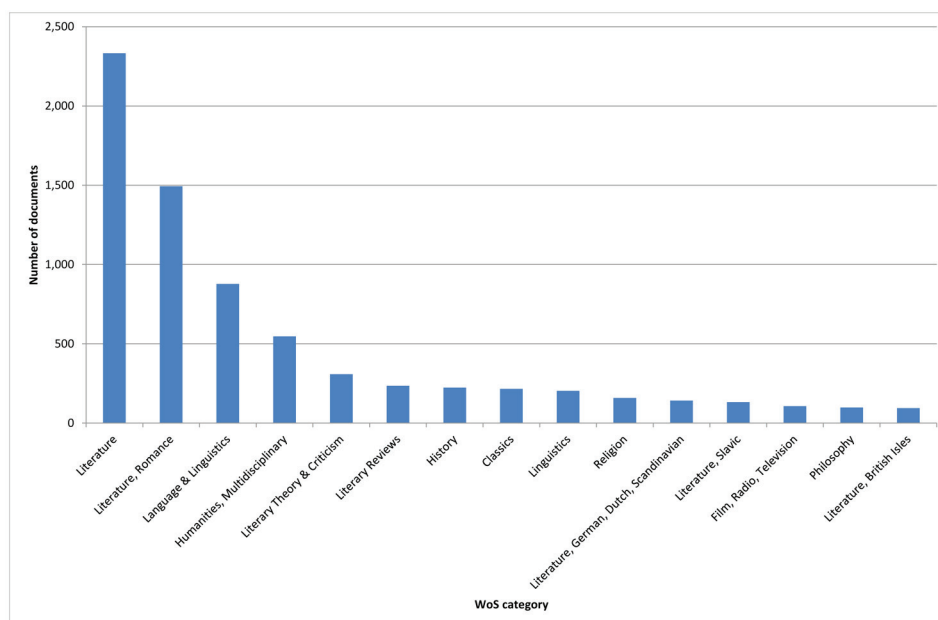
### Journals

To get an overview of the subject areas where Genette is cited, and where the paratext concept has been used, analyses were conducted on the distribution of articles over WoS categories for the journals publishing the articles (Figure 3 and Figure 4). In both cases, the vast majority of articles have been published in journals related to literature and language studies, while 10–20% of the articles come from other humanities fields, such as philosophy or history; the representation of articles from other fields of research—predominantly the social sciences—is low at less than 10%.

This overwhelming majority of the humanities in general, and literature studies in particular, can be compared to a similar analysis on the texts by Michel Foucault (Åström, 2010), where 50% of the articles citing Foucault came from the social sciences, 40% from the humanities and 10% from hard sciences, medicine and engineering sciences.

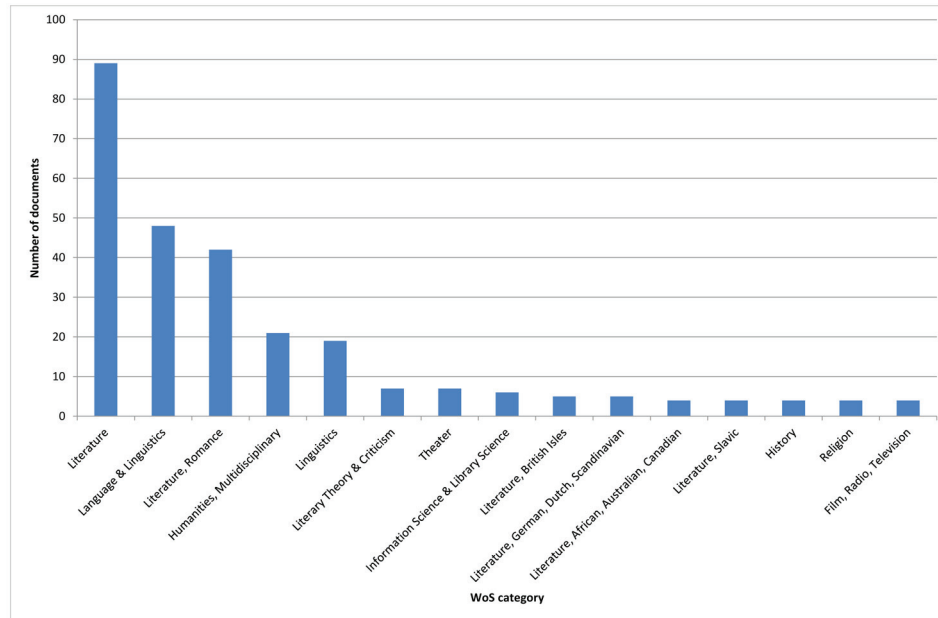
To get a more complete view of the publication context of Genette and paratextual theories, a journal co-citation analysis was performed on both datasets (McCain, 1999). This analysis investigates the relations between journals publishing the articles being cited in the reference lists of the articles in the two datasets, relations that are also visualized using the aforementioned VOSviewer software (Van Eck & Waltman, 2010). In the map, journals are related to each other based on how often they appear together in the reference lists of the articles in the two datasets, using the co-occurrence frequency of different journals as a proximity measure. The more times articles from two journals are cited together, the closer

Figure 3. Distribution of articles/WoS category for articles citing Genette: the 15 most frequently occurring categories, 95 articles or more (85% of all articles)



## The Context of Paratext

Figure 4. Distribution of articles/WoS category for articles using the paratext concept: the 15 most frequently occurring categories, 4 articles or more (97% of all articles)



the journals appear together on the map; and the number of articles for each journal is represented by the size of the nodes (Figure 5 and Figure 6). The full names of the abbreviated journal titles can be found in Appendix 1 for the “Genette” dataset and in Appendix 2 for the “paratext” dataset.

As with the analyses of the WoS categories, the dominance of journals in literature studies is strong, as could be expected. In the map of the “Genette” dataset (Figure 5), journals related to comparative literature dominate in the center, with a French studies cluster at the top of the map, and a collection of journals in classical studies found in the bottom left-hand corner of the map. In the paratext map (Figure 6), there is a strong cluster gathering most of the journals, which are predominantly in language and literature studies. However, we also see a clearer representation of other research fields compared to the analysis of WoS categories. In the map of articles citing Genette, in the lower right-hand corner, we see a cluster of journals related to psychology and

social research in general; even more clearly, in the map of articles using the paratext concept, the top left-hand corner gathers journals related to different SSH areas, and on the far right of the map, we find journals from library and information science, in particular bibliometric research, such as the *Journal of the American Society for Information Science and Technology*, the *Journal of Informetrics* and *Scientometrics* (Figure 6).<sup>3</sup>

## Authors

In the analysis of the citation context of Genette, which was performed by investigating with whom he has been cited through an author co-citation analysis (White & Griffith, 1981), again visualized using VOSviewer (Van Eck & Waltman, 2010), both the content and the structure of the map reveal an even stronger dominance of literature studies, together with classics studies and general cultural studies, compared to the analysis of the journals in which the citing

Figure 5. Journal co-citation analysis based on articles citing Genette

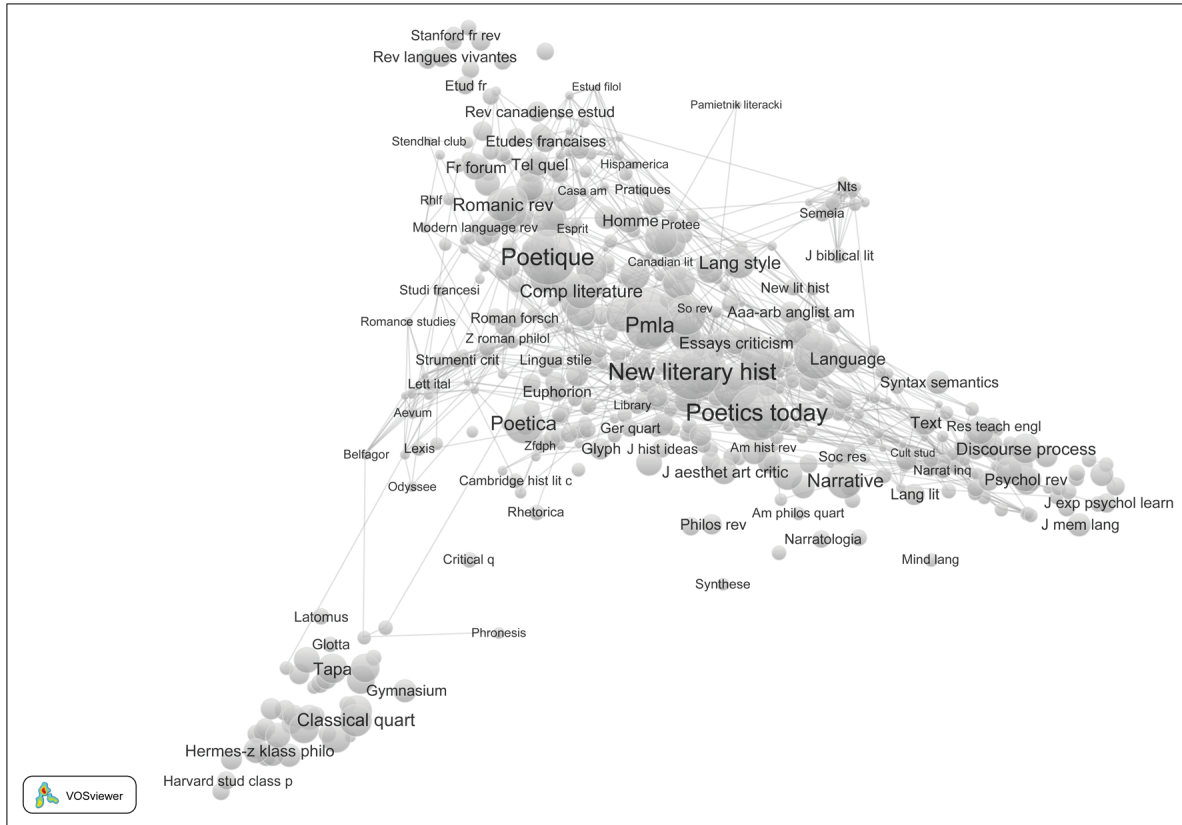
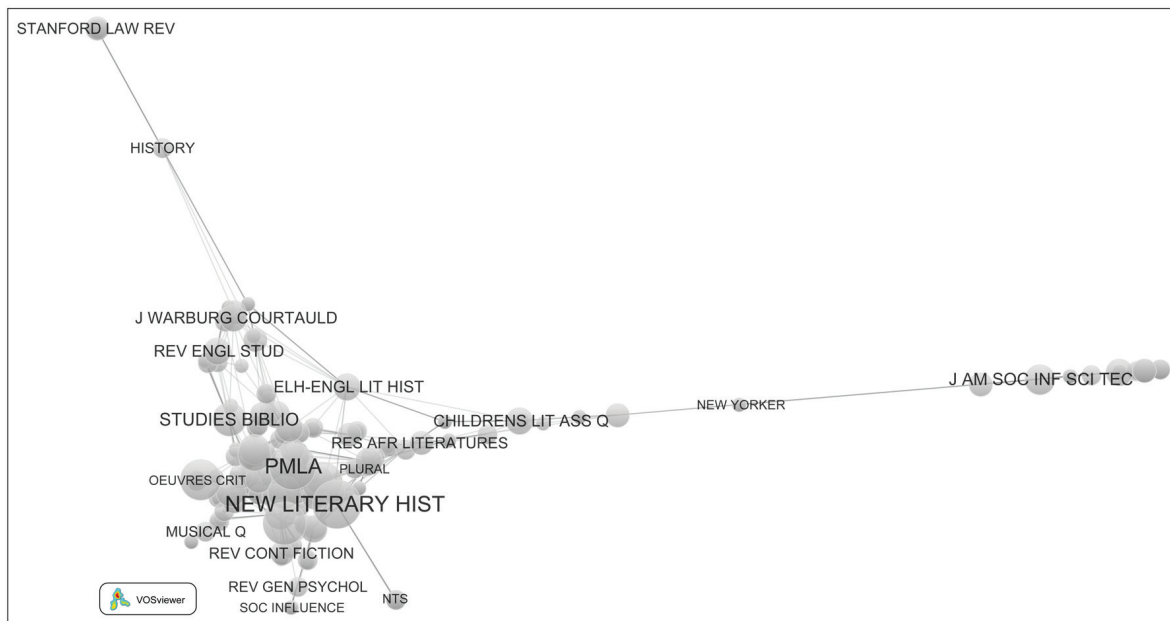


Figure 6. Journal co-citation analysis based on articles using the paratext concept



## The Context of Paratext

articles are published (Figure 7). Basically, the map consists of two clusters: the larger one with a mix of authors related to literature and general cultural studies; and the smaller one on the right side of the map, with authors related to classical studies. In both clusters, we also see a mix of relatively contemporary scholars and theorists and literary authors; the latter, to some extent, representing the literature being analyzed rather than scholarly literature used for making the analyses. It should, however, be kept in mind that the distinction between the literature being analyzed and literature used for analyzing literary works is not absolute: literary works are often used for contextualizing and analyzing other literary works; particularly in the area of the classical texts, the distinction between literary and theoretical works per se is not at all obvious (Hellqvist, 2010). The

“paratext” document set reveals a structure that is similar to the journal analyses, where, in addition to the literature studies clusters, we also find a representation of philosophy, history and information studies, with a focus on scholarly communication and, in particular, bibliometrics, represented by bibliometrician Blaise Cronin and science studies theorist Bruno Latour. The appearance of Cronin and Latour indicates a use of paratextual theories in studies of scholarly text and studies of scientific work, which is, in the context of the different analyses conducted for this chapter, the strongest indicator of the impact that Genette and, in particular, the paratext concept have had on studies pertaining to texts in contexts outside of literary texts.

The largest presence in both maps is Genette himself, as he is the focus of the data collection

Figure 7. Author co-citation analysis based on articles citing Genette

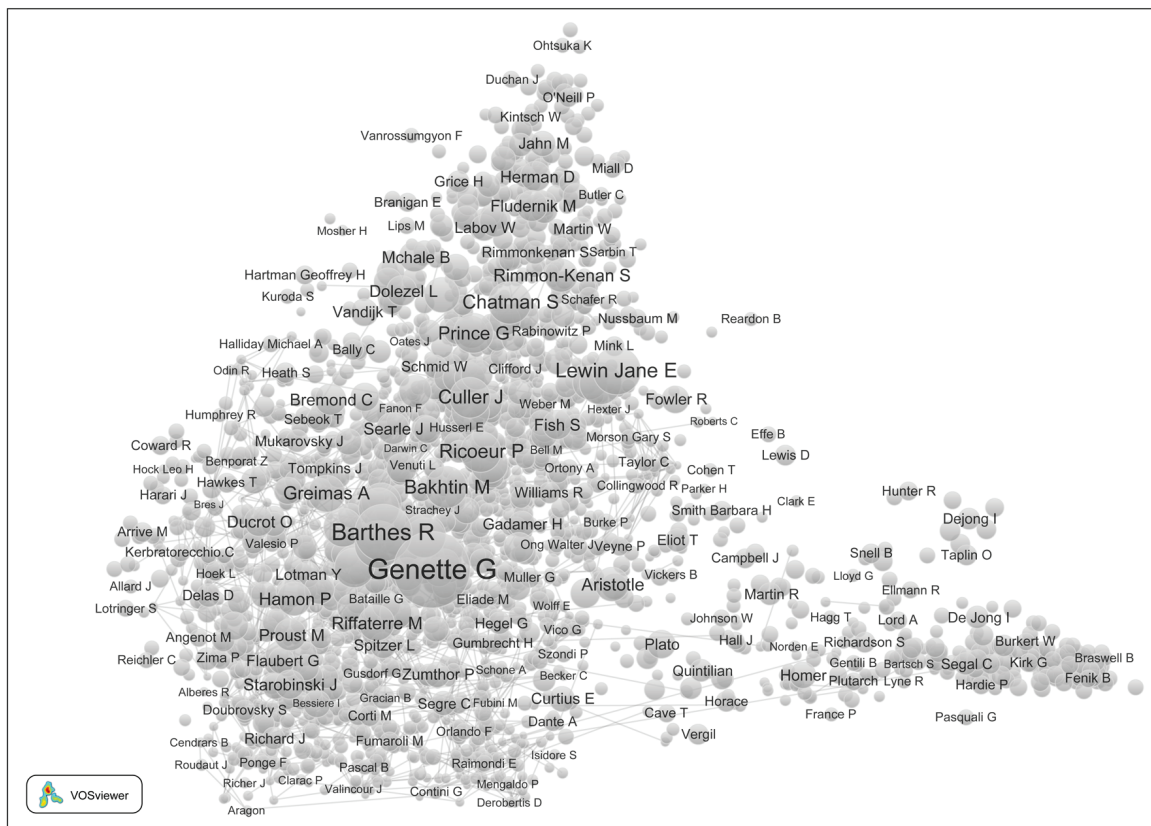
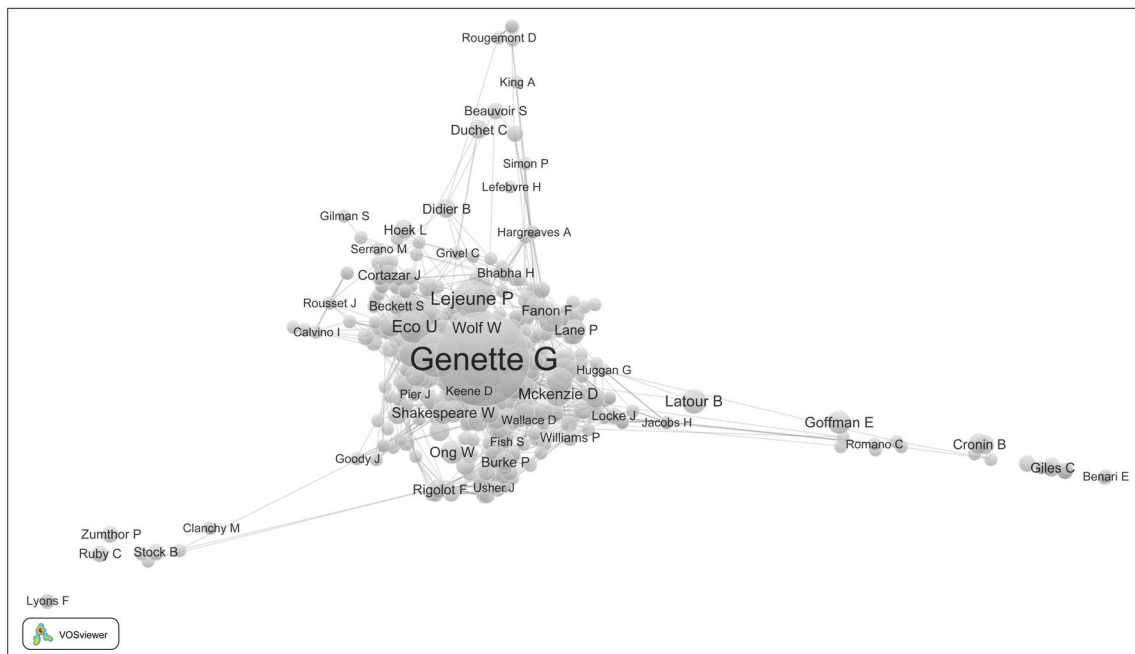


Figure 8. Author co-citation analysis based on articles using the paratext concept



and analyses, as well as the one who introduced the paratext concept. To a large extent, the differences between the maps, such as the stronger presence of authors related to research fields like science and information studies in the map of the “paratext” dataset, are a reflection of the sizes of the datasets, but also an indication that the “Genette” dataset contains works citing all of Genette’s texts from the 1960s onwards and referring to the various kinds of work he has been involved in. In both datasets, the dominance of literature studies is strong, to the point where authors related to literature studies overshadow authors representing other fields. In the paratext map, however, the dataset is small enough to render authors from other fields visible.

The citation patterns we see in these analyses are quite typical of co-citation maps of fields in the humanities and parts of the social sciences. There are few clear structures in the map; virtually all the authors are gathered in the middle. Another typical trait for the humanities in general is the

strong presence of theorists and “citation classics” from a range of different fields, such as philosophy and sociology (Hammarfelt, 2012a). This makes it hard to use the co-citation maps the way they are normally used (i.e., seeing the cited authors as representatives of different research orientations within a field of research). At the same time, in the “paratext” map, we do see some structures representing research outside literature studies.

## Concepts

Another context to analyze is the conceptual structure of articles citing Genette or using the paratext concept. To capture the conceptual structure of the two datasets and the research fields they come out of, words in titles, abstracts and keywords were analyzed in terms of how they appear together. Seeing words—and their co-occurrences—as a representation of a conceptual structure can be motivated both from a Foucauldian perspective, where the order of language is central to the exis-

## The Context of Paratext

tence of a discipline (Foucault, 1994), and from a scholarly perspective, which takes into account the importance of scientific text for communication, career building and the construction and delimitation of fields and disciplines, as well as the high degree of specialization and codification in the “scientific language” and its role for constructing scientific knowledge (Milojević et al., 2011).

Co-occurrence analyses of keyword terms found in the titles, abstracts and keywords in the article sets (Van Eck & Waltman, 2011) were conducted using VOSviewer (Van Eck & Waltman, 2010) to investigate whether the concepts used

in the articles in the two datasets give us further insight into the intellectual structure of paratext research (Figure 9 and Figure 10). The map represents how often different words or concepts appear together in various texts, drawing on the assumption that words appearing together more often have a stronger relationship to each other than those that do not. Therefore, the concepts often found together in the texts are closer to each other on the map. The maps are produced following a number of steps: based on the title, abstract and keyword fields from the WoS data, a text corpus is produced. In this corpus, the VOSviewer identifies

Figure 9. Co-word analysis of keywords, titles, and abstracts in articles citing Genette

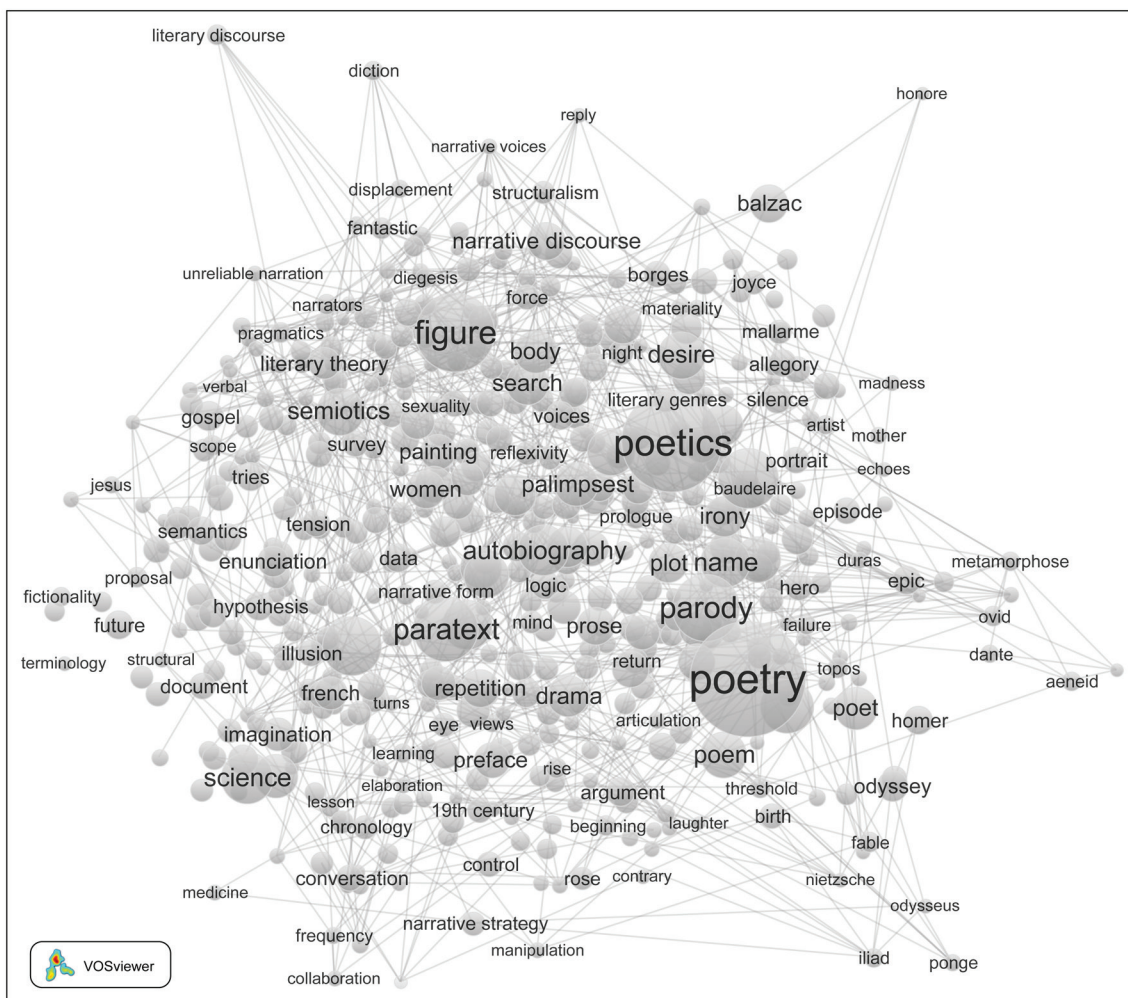
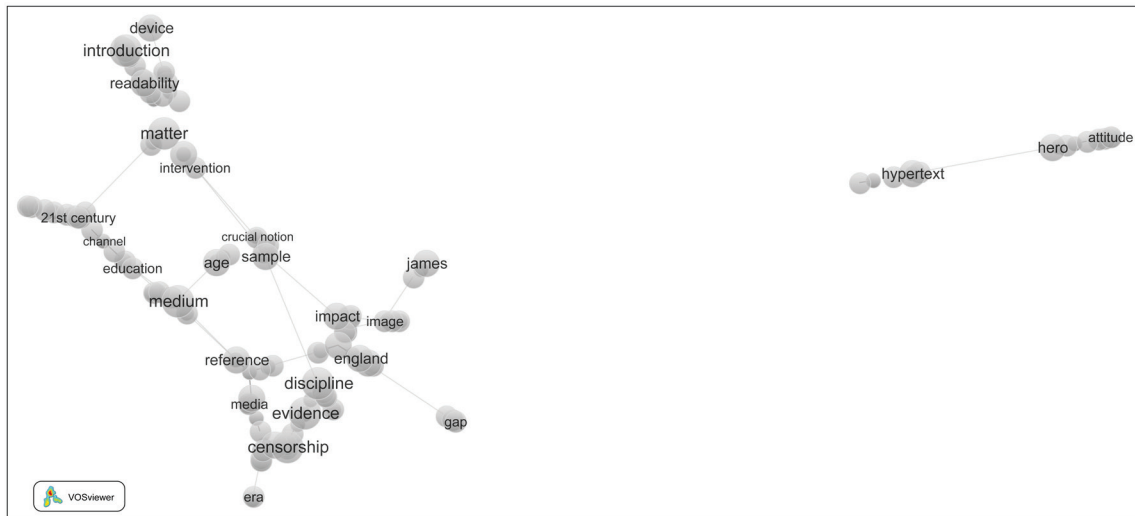




Figure 10. Co-word analysis of keywords, titles, and abstracts in articles using the paratext concept



noun phrases and selects the most relevant ones, which are then clustered and mapped (Van Eck & Waltman, 2010). The maps are quite different in terms of general structure: while the map of articles citing Genette basically consists of one big cluster, the map of articles using the paratext concept shows a general structure of two main clusters on the left- and right-hand sides, one of a more general nature and one that focuses more specifically on works related to either analyses of non-literary material or hypertext. And while some concepts are general and hard to relate to specific paratext issues, other concepts carry more meaning when analyzing the conceptual structure of paratext research.

In the analysis of articles citing Genette (Figure 9), we can identify three conceptual themes in three sections of the map. The upper left-hand side of the map is dominated by theoretical concepts related to literary and cultural studies. On the lower left-hand side, we find empirical concepts, reflecting different contexts that have been analyzed, ranging from literary studies to studies of scholarly communication. On the right-hand side of the map, there is a mix of empirical concepts

related to literature studies and names of literary works and authors.

In the map of articles using the paratext concept (Figure 10), the distinction between the different main clusters is even more evident than in the map of articles citing Genette; this is further emphasized by the lack of links between the two clusters in the second map. As in the first map, on the right-hand side of the map, we find a concept signaling a departure from printed text through the presence of “hypertext.” The cluster on the left-hand side is more diverse, with paratextual elements such as “introduction” and particular genres of text: in this case, academic text, represented by “discipline” and “impact,” for example.

Comparing the maps highlights a few noticeable differences. One difference lies in the number of concepts included in the map; this is related to the differing dataset sizes. While the “Genette” dataset is made up of more than 6,000 articles, the “paratext” dataset is only made up of some 250 articles; since the statistics are based on raw frequencies without any normalization to take into account the different dataset sizes, comparing the two needs to be done cautiously. Another aspect

## **The Context of Paratext**

of the difference in the number of concepts is that the “paratext” dataset is specifically focused on paratext theory, whereas the “Genette” dataset consists of studies that are more varied, reflecting Genette’s entire body of work. A second difference is how the “paratext” map consists almost entirely of empirical concepts, while the “Genette” map covers empirical and theoretical concepts, as well as the literary works and authors being analyzed. Considering that some 27% of the articles in the “Genette” dataset—and 17% in the “paratext” set—are in French, we would expect to find some French concepts in the map. However, in the data from WoS, information such as titles, keywords and abstracts—if originally in another language—is translated into English. Therefore, other languages are not represented in this analysis.

## **DISCUSSION**

When comparing the different analyses, we find some persistent trends: the dominance of literature studies as the scholarly context for both articles citing Genette and those using the paratext concept, the visibility of antiquity studies in the co-citation and co-word maps based on the “Genette” dataset, and the role of English as the dominant language, although this might very well be a reflection of the data used, considering the dominance of English literature indexed in the WoS databases. But there are also important differences: in terms of language, we see a significant increase in the use of the paratext concept in English after the publication of the English translation of Genette’s *Seuils*, while English articles citing Genette are more evenly distributed over time. Also, the maps of articles using paratextual theories are more specialized, both in terms of the co-citation contexts they reflect and their conceptual structures, whereas the maps of articles citing Genette show more general traits of SSH and literature studies research in general. The dataset sizes, however, need to be taken into account.

In bibliometrics, references to authors and concepts are often addressed in terms of reflecting the impact of these authors and concepts. What we see in the analyses presented here, as was the case in earlier studies such as Åström (2010), Butler and Visser (2006), and Hammarfelt (2011), can also be considered to be a reflection of the impact of Genette’s ideas and of the paratext concept, though perhaps not in as straightforward a way as impact is often described in bibliometric analyses. Typically, bibliometric analyses of impact tend to assume citations or the use of concepts within a field, with little “noise” in terms of references to literature not directly related to the topic of investigation, and in a relatively close temporal proximity to the citing article. More importantly, impact is typically calculated by counting citations between journal articles, where both the citing and cited article are indexed in the database being used for the analyses. In the case of the analyses presented in this chapter, however, we see that the articles citing Genette and using the paratext concept are distributed over research areas and over longer periods of time than what is usually seen in most impact indicator analyses; furthermore, the texts by Genette that are cited are not texts indexed in the database being used, but have been identified using non-source item analyses (i.e., even though we are working with data from the WoS databases, the co-citation analyses are not necessarily being performed on documents being indexed in the database, but on documents in the reference lists of articles indexed in the WoS databases, thus making it possible to comment on the citation context and impact of Genette). Finally, when looking at the structures identified in the author co-citation analyses, the map shows a broad array of scholarly, intellectual and literary activities covering most of the cultural history of Western society, not a set of specializations within one academic research field.

The analyses of the two datasets need to be compared with some caution, taking the size differences into account. Apart from the differences

in the numbers of articles in the datasets, the main difference is that the “Genette” set is based on articles citing Genette’s whole body of work, while the “paratext” dataset is limited to articles using that particular concept. Thus, the “Genette” set is broader in range, covering a much wider spectrum of research types. We should also take into account that building a dataset on articles citing Genette might also include articles citing Genette without particularly using his ideas, thus increasing the potential range of what the dataset represents in terms of research orientation. At the same time, in the “paratext” dataset, about half of the articles use the concept without citing Genette. This can be interpreted in two ways. First, Genette may have acquired such a degree of popularity through this concept that it is considered common knowledge to the extent that citing Genette when using the paratext concept is considered unnecessary. Second, a slightly less positive interpretation is that the concept sometimes becomes appropriated, especially in fields outside Genette’s discipline, without the scholars who use it seeing it as necessary—or even caring—to consider its origin or the context it was originally created in. In terms of general traits, the analyses show substantial similarities: to a great extent, the articles citing Genette and using the paratext concept come from the humanities and literary studies in particular. This is evident not only in the WoS categories of the journals in which the articles are published, but also in the structures identified in the maps. However, compared to the “Genette” dataset, the size of the “paratext” dataset also allows for the visibility of other research areas. For instance, science and information studies, respectively, are much more noticeable in the maps of articles using the paratext concept, while these research areas become relatively invisible in the maps of articles citing Genette.

Still, the approach used here only reflects a certain proportion of the references to a work: it does not cover references to Genette’s work in monographs or other forms of publications not

indexed in the WoS databases. Also, citations only reflect one dimension of impact. There are caveats to consider, not the least of which is that a methodological nature is important when interpreting the results of this investigation. The analyses are based on a dataset comprised of journal articles, whereas much—if not most—of the research in the SSH fields is published in other types of publications, like anthologies and monographs. However, if we want to conduct analyses based on references (e.g., WoS), other citation databases such as Scopus are our only alternative to finding this information in a structured and downloadable way. At this point, all other alternatives would include manual work, which would not be feasible. Still, considering the current state of things, we can say little about the extent to which analyses based on journal articles are representative of the SSH fields, or if an inclusion of other publication types would make a difference in terms of structures revealed in the analyses. A related issue often discussed when using WoS data for analyzing SSH fields is language. In both datasets analyzed here, however, the number of English-language articles, though predictably high, is not at all as high as what is normally found when conducting analyses based on WoS data. In the “Genette” dataset in particular, the presence of articles in French is quite strong.

Another important objective of this study was to discuss the relationship between bibliometrics and paratext. Do paratextual theories have anything in common with bibliometrics; and do bibliometric analyses have the potential to contribute to paratextual studies? There is a definite kinship between paratextual studies and bibliometrics, particularly when it comes to working with the same material or data. In bibliometrics, the focus of the analyses is often on information related to the text rather than the text per se, in the form of references turned into citations, author addresses and other forms of metadata. This can easily be seen as being parallel, if not synonymous, to the liminal devices Genette identifies as the paratext of a document. Thus, bibliometrics can be seen as

## ***The Context of Paratext***

an important set of methodologies for the empirical and quantitative analyses of paratext. Paratextual theories have not received much attention in bibliometric studies. There are a few exceptions where bibliometric analyses of acknowledgments and blurbs have been linked to paratextual theories (e.g., Cronin & Franks, 2006; Cronin & La Barre, 2005; Salager-Meyer et al., 2011), but they are rare, compared to the vast majority of bibliometric research; and in these papers, the relation to paratextual analyses is basically limited to the use of the paratext concept without any further discussion on what the use of that particular concept means, how it makes these analyses different from other bibliometric research or how the use of the paratext concept contributes to a greater understanding of the issues at hand. One reason could be the strong focus on method, rather than theory, in bibliometric research; the approach to theory in bibliometrics, where the focus has been more on the development of theories of a statistical nature than on the humanities-oriented efforts of contextualizing results, could also be relevant; finally, a certain suspicion of SSH-based theories (e.g., Leydesdorff, 1989; Van Raan, 1998) should not be overlooked.

## **CONCLUSION**

One of the main purposes of this chapter was to investigate in what contexts Genette's body of scholarly work and paratextual theories have been used, as reflected in texts citing his theories and using this concept. In terms of contexts of publications and research fields, as well as in terms of journals and authors being cited in articles citing Genette or using paratext theories, there is a strong link to literature studies. The great majority of the articles citing Genette or using the paratext concept are published in literature studies journals; and the co-citation maps reveal a structure that is, to a large extent, typical for the humanities in general and literature studies

in particular. Together with literature studies, there is also a relatively strong connection to a more general humanities-oriented theoretical field in the post-structuralist tradition and, to a lesser and more peripheral extent, to library and information science and science studies research. One thing we can observe when considering the conceptual maps in the last section is a widening of scope, maybe not so much in terms of the use of paratextual ideas in other fields of research, but in terms of literature studies and the humanities turning their attention to new empirical material (e.g., computer games), which can be seen as part of the development of digital humanities.

This means that in order to analyze the impact of humanities research, we need to broaden both the timeframes and types of research literature and look at citations across research field boundaries; we also need to address whether the influence or use of concepts and ideas identified in these analyses is the same kind of impact traditionally discussed in the bibliometrics literature, or if there is a need for a more multi-faceted concept of impact, as well as a more thorough discussion of the relationship between the concepts of use, influence and impact. In addition to the impact issue, we also need to consider the structures found in the co-citation analyses. We do not find the contemporary colleagues of the authors of the citing documents representing different research orientations within one field: Instead, in these maps as well as in an earlier work (e.g., Hammarfelt, 2012a), we find a wide range of cultural and intellectual entities spread out across decades, if not centuries, covering literature from Virgil to Proust, philosophy from Plato to Sartre, and social and cultural theorists like Seymour Chatman and Umberto Eco. Following this, we must ask ourselves: To what extent does the idea of citations as concept symbols still apply and, if it does still apply, what concepts are the cited documents and authors representing?

An interesting question arises if we assume that the different kinds of metadata being analyzed

in bibliometrics can be seen as paratext: Where is the boundary between text and paratext? If we include references and citations in the realm of paratextual elements, what, then, is the nature of the cited text? Is it a text per se, or is the cited text a paratextual element of the citing text? This is, of course, a question that is valid in terms of all kinds of links between texts or documents, whether in the form of references in a scientific article or hyperlinks on a Web page.

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## KEY TERMS AND DEFINITIONS

**Author Co-Citation:** The number of times the works of an author have appeared with the works of other authors in the reference lists of documents.

**Bibliometrics:** Can be defined as “the application of mathematical and statistical methods to books and other media of communication” (Pritchard, 1969, p. 349) or the use of quantitative methods for analyzing texts and text representations to identify frequency distributions of different characteristics of texts, such as words, authors or references or how often certain characteristics, such as cited documents or keywords, appear together in different texts.

**Citation:** The occurrence of a text or its author in the reference list of another document.

**Cited Reference Search:** A search option in Web of Science where you search for documents in the reference lists of WoS articles, which are then linked to all articles indexed in WoS citing that document.

**Co-Citation:** A similarity measure describing how many times a document, an author or a journal appears in the reference list of other documents. The analyses can be performed at the document, author or journal level.

**Co-Occurrence:** A similarity measure describing how many times certain features, such as a citation on particular words or phrases, appear together in, for example, a collection of documents.

**Journal Co-Citation:** The number of times articles from one journal have appeared with articles from other journals in reference lists of documents.

**Non-Source Items:** Documents in reference lists of WoS articles that are not themselves indexed in the WoS databases.

**Scopus:** A commercial database produced by Elsevier, indexing scientific/scholarly literature (predominantly journal articles), using titles,

authors, keywords and abstracts, and indexing the reference lists of the literature.

**Web of Science:** A commercial set of databases (e.g., Science Citation Index, Social Science Citation Index, and Arts & Humanities Citation Index, and formerly known as the Institute of Scientific Information, or ISI databases) produced by Thomson Reuters, indexing scientific/scholarly literature (predominantly journal articles), using titles, authors, keywords and abstracts, and indexing the reference lists of the literature.

**WoS Categories:** Subject categories for describing the subject matter of journals indexed in WoS.

## ENDNOTES

- <sup>1</sup> <http://www8.umu.se/inforsk/Bibexcel/>
- <sup>2</sup> <http://www.vosviewer.com/>
- <sup>3</sup> Some groups or journals, or names of individual journals, mentioned here are only visible when zooming in on the map, an option when viewing the map in VOSviewer but not possible to replicate in the book chapter.

## **APPENDIX 1: ABBREVIATED AND FULL JOURNAL TITLES FOR JOURNAL CO-CITATION MAP OF THE “GENETTE” DATASET (FIGURE 5)**

- **Aaa-Arb Anglist Am:** AAA-ARBEITEN AUS ANGLISTIK UND AMERIKANISTIK
- **Aevum:** AEVUM—RASSEGNA DI SCIENZE STORICHE LINGUISTICHE E FILOLOGICHE
- **Am Hist Rev:** AMERICAN HISTORICAL REVIEW
- **Am Philos Quart:** AMERICAN PHILOSOPHICAL QUARTERLY
- **Belfagor:** BELFAGOR
- **Cambridge Hist Lit C:** CAMBRIDGE HISTORY OF LITERARY CRITICISM
- **Canadian Lit:** CANADIAN LITERATURE
- **Casa Am:** CASA DE LAS AMERICAS
- **Classical Quart:** CLASSICAL QUARTERLY
- **Comp Literature:** COMPARATIVE LITERATURE
- **Critical Q:** CRITICAL QUARTERLY
- **Cult Stud:** CULTURAL STUDIES
- **Discourse Process:** DISCOURSE PROCESSES
- **Esprit:** ESPRIT
- **Essays Criticism:** ESSAYS IN CRITICISM
- **Estud Filol:** ESTUDIOS FILOLOGICOS
- **Etud Fr:** ETUDES FRANCAISES
- **Etudes Francaises:** ETUDES FRANCAISES
- **Euphorion:** EUPHORION—ZEITSCHRIFT FUR LITERATURGESCHICHTE
- **Fr Forum:** FRENCH FORUM
- **Ger Quart:** GERMAN QUARTERLY
- **Glotta:** GLOTTA—ZEITSCHRIFT FUR GRIECHISCHE UND LATEINISCHE SPRACHE
- **Glyph:** GLYPH
- **Gymnasium:** GYMNASIUM
- **Harvard Stud Class P:** HARVARD STUDIES IN CLASSICAL PHILOLOGY
- **Hermes-Z Klass Philo:** HERMES—ZEITSCHRIFT FUR KLASSISCHE PHILOGIE
- **Hispamerica:** HISPAMERICA—REVISTA DE LITERATURA
- **Homme:** HOMME
- **J Aesthet Art Critic:** JOURNAL OF AESTHETICS AND ART CRITICISM
- **J Biblical Lit:** JOURNAL OF BIBLICAL LITERATURE
- **J Exp Psychol Learn:** JOURNAL OF EXPERIMENTAL PSYCHOLOGY—LEARNING MEMORY AND COGNITION
- **J Hist Ideas:** JOURNAL OF THE HISTORY OF IDEAS
- **J Mem Lang:** JOURNAL OF MEMORY AND LANGUAGE
- **Lang Lit:** LANGUAGE AND LITERATURE
- **Lang Style:** LANGUAGE AND STYLE
- **Language:** LANGUAGE
- **Latomus:** LATOMUS



- **Lett Ital:** LETTERE ITALIANE
- **Lexis:** LEXIS
- **Library:** LIBRARY
- **Lingua Stile:** LINGUA E STILE
- **Mind Lang:** MIND & LANGUAGE
- **Modern Language Rev:** MODERN LANGUAGE REVIEW
- **Narrat Inq:** NARRATIVE INQUIRY
- **Narrative:** NARRATIVE
- **Narratologia:** NARRATOLOGIA
- **New Lit Hist:** NEW LITERARY HISTORY
- **Nts:** NEW TESTAMENT STUDIES
- **Odyssee:** ODYSSEE
- **Pamietnik Literacki:** PAMIETNIK LITERACKI
- **Philos Rev:** PHILOSOPHICAL REVIEW
- **Phronesis:** PHRONESIS—A JOURNAL FOR ANCIENT PHILOSOPHY
- **Pmla:** PMLA—PUBLICATIONS OF THE MODERN LANGUAGE ASSOCIATION OF AMERICA
- **Poetica:** POETICA—ZEITSCHRIFT FUR SPRACH-UND LITERATURWISSENSCHAFT
- **Poetics Today:** POETICS TODAY
- **Poetique:** POETIQUE
- **Pratiques:** PRATIQUES
- **Protee:** PROTEE
- **Psychol Rev:** PSYCHOLOGICAL REVIEW
- **Res teach Engl:** RESEARCH IN THE TEACHING OF ENGLISH
- **Rev Canadiense Estud:** REVISTA CANADIENSE DE ESTUDIOS HISPANICOS
- **Rev Langues Vivantes:** REVUE DES LANGUES VIVANTES - TIJDSCHRIFT VOOR LEVENDE TALEN
- **Rhetorica:** RHETORICA—A JOURNAL OF THE HISTORY OF RHETORIC
- **Rhlf:** REVUE D HISTOIRE LITTERAIRE DE LA FRANCE
- **Roman Forsch:** ROMANISCHE FORSCHUNGEN
- **Romance Studies:** ROMANCE STUDIES
- **Romanic Rev:** ROMANIC REVIEW
- **Semeia:** SEMEIA
- **So Rev:** SOUTHERN REVIEW
- **Soc Res:** SOCIAL RESEARCH
- **Stanford Fr Rev:** -STANFORD FRENCH REVIEW
- **Stendhal Club:** STENDHAL CLUB
- **Strumenti Crit:** STRUMENTI CRITICI
- **Studi Francesi:** STUDI FRANCESI
- **Syntax Semantics:** SYNTAX AND SEMANTICS
- **Synthese:** SYNTHESE
- **Tapa:** TRANSACTIONS OF THE AMERICAN PHILOLOGICAL ASSOCIATION

- **Tel Quel:** TEL QUEL
- **Text:** TEXT
- **Z Roman Philol:** ZEITSCHRIFT FUR ROMANISCHE PHILOLOGIE
- **Zfdph:** ZEITSCHRIFT FUR DEUTSCHE PHILOLOGIE

## **APPENDIX 2: ABBREVIATED AND FULL JOURNAL TITLES FOR JOURNAL CO-CITATION MAP OF THE “PARATEXT” DATASET (FIGURE 6)**

- **CHILDRENS LIT ASS Q:** CHILDREN’S LITERATURE ASSOCIATION QUARTERLY
- **ELH-ENGL LIT HIST:** ELH—ENGLISH LITERARY HISTORY
- **HISTORY:** HISTORY
- **J AM SOC INF SCI TEC:** JOURNAL OF THE AMERICAN SOCIETY FOR INFORMATION SCIENCE AND TECHNOLOGY
- **J WARBURG COURTAULD:** JOURNAL OF THE WARBURG AND COURTAULD INSTITUTES
- **MUSICAL Q:** MUSICAL QUARTERLY
- **NEW LITERARY HIST:** NEW LITERARY HISTORY
- **NEW YORKER:** NEW YORKER
- **NTS:** NEW TESTAMENT STUDIES
- **OEUVRES CRIT:** OEUVRES & CRITIQUES
- **PLURAL:** PLURAL
- **PMLA:** PMLA—PUBLICATIONS OF THE MODERN LANGUAGE ASSOCIATION OF AMERICA
- **RES AFR LITERATURES:** RESEARCH IN AFRICAN LITERATURES
- **REV CONT FICTION:** REVIEW OF CONTEMPORARY FICTION
- **REV ENGL STUD:** REVIEW OF ENGLISH STUDIES
- **REV GEN PSYCHOL:** REVIEW OF GENERAL PSYCHOLOGY
- **SOC INFLUENCE:** SOCIAL INFLUENCE
- **STANFORD LAW REV:** STANFORD LAW REVIEW
- **STUDIES BIBLIO:** STUDIES IN BIBLIOGRAPHY