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Editor's Note

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Editor's Note

Fall 2019

Happily, it appears from recent data published and distributed to the journal that the *Comparative Civilizations Review* is being widely read. But exactly how many people worldwide are reading the journal? It's not easy to arrive at a single answer.

Every two months we get a report called "Readership Snapshot." It is sent to us from Digital Commons, a service of bepress. From the reports, we can see that for three months earlier this calendar year (February, April and June) we had 13,727 full text-downloads. Extrapolating, that tells us that we have about 55,000 to 60,000 full-text downloads for the year. Plus, we need to add our regular membership readers via the print copies.

Our paper copy readers typically obtain their copies as members of the International Society for the Comparative Study of Civilizations. But how do our electronic readers get to us? We learn from a recent report that during the period that ran from the end of July 22, 2014 to August 14, 2019 the journal has had 4,406 different "Referrers."

The top ten of these Referrers over a little more than five years have included, in decreasing numbers, the following, (all over one thousand downloads each):

- www.google.com;
- www.google.co.uk;
- www.google.ca;
- www.google.co.in;
- scholar.google.com;
- scholarsarchive.byu.edu/do/search;
- www.google.com.au;
- com.google.android.googlequicksearchbox;
- scholarsarchive.byu.edu/ccr/; and
- www.google.com.ph.

In just the month of July 2019, there were 357 Referrers. Surprisingly perhaps, a Referrer named Duckduckgo, plus the better-known YouTube, and en.wikipedia were among the top ten, along with many of the Referrers listed above.

A map shows us that for about five years, ending in August 2019, we have been used by 6,880 institutions, most of which are educational in nature.

Thus:

- The top ten downloaders for July are, in order from top down: Stanford, Lanka Education and Research Network, Central Intelligence Agency, Sichuan University, University of Johannesburg, Tenet, Used on the IT Network, Ministry of Foreign Affairs, essensys.Ltd., and University of Cambridge.
- All institutions (not just educational), however, for June of this year have included the following top ten downloaders: Senado Federal (Brazil), Halliburton Company, Changchengkuandai Sy LN, Bilkent University, Missouri University of Science and Technology, NSW Department of Education, University of California San Diego, Oxford University, University of Oregon, and Victoria University of Wellington.
- Finally, for the period from the end of July 2014 to August 2019, the top ten universities undertaking full-text downloads of our journal were, in declining order: Michigan State University, Brigham Young University; The George Brown College of Applied Arts and Technology; University of Toronto; Oxford University; University of California Los Angeles; Bilkent University; Binghamton University; University of Cambridge; and the University of Warwick.

What about the countries of the downloaders? In a July report, we see that the order for that month was: the United States, first, and then: China, India, the United Kingdom, Nigeria, the Philippines, Canada, Germany, Australia and Italy. These were the top ten out of a total of 126 countries.

Overall, since July of 2014, there were 209 countries, led by the United States, and then, in descending order, the United Kingdom, India, Canada, Germany, Australia, China, Philippines, France, and the Russian Federation.

So, can we determine how many individual readers we reach?

It is hard to know. But if we go to a map provided by bepress, and then write in on the left-hand bar (entitled Showing) “Comparative Civilizations Review” and right below it, (after Works) “All Works” and if on the right-hand side we click the link that includes “Jul 22, 2014 – Aug 14, 2019,” a set of numbers, by countries or regions, appear.

On the accompanying map, I have counted roughly 125,000 readers over those five years.

The numbers which can be retrieved are not easy to square. After all, if you type in *Comparative Civilizations Review* on Google, you'll get 2,800,000 hits as of this writing. It's clearly over one million readers for the lifetime of the journal. The evidence shows that we have acquired hundreds of thousands of downloaders and many readers since this journal went electronic (in its earliest form, in 2008).

The conclusion: Our founders and the first editors of the journal would be amazed, I think. The editors at the commencement of this journal were Vytautas Kavolis and Edward Leites, and they were co-editors through the spring of 1990.

Here is a link which should take a reader to information on our readership.

https://dashboard.bepress.com/?authP=authdash%2Cuserid%2C.authTX&authdash=1&userid=2416190&.authTX=1578610036&.authT=8TqhCDi6kEfQ%2F31EwNtzkT11RFDHCA&period=prevMonth&utm_source=Admins&utm_medium=Email&utm_campaign=AdminMonthlyReport-2019-07-15#/

At the annual meeting of the International Society for the Comparative Study of Civilization, held in July at El Retiro San Iñigo, The Jesuit Retreat Center, Los Altos, California, many wonderful presentations were given. The title was "Comparison of Civilizations: Ancient and Modern" and the subtitle was "Theories of Civilizational Studies." All applause must go to the President, Lynn Rhodes, and the Vice President, Michael Andregg, for the organization of the conference.

Next year's conference is shaping up to be very exciting, as well. It's the 50th anniversary conference and will be held at the Dimitrie Cantemir Christian University in Bucharest, Romania, June 25 to 28, 2020.

This is a very attractive venue, as can be seen in the terrific pictures placed on the IS CSC website; go to www.iscsc.org.

Dimitrie Cantemir Christian University is one of the largest private universities in Romania, in the heart of Europe. As the website reports: "Professor Momcilo Luburici PhD., and Professor Corina Dumitrescu, PhD., the founders of Dimitrie Cantemir Christian University, have steadily, financially, and energetically supported this private academic entity so as to be included among the most elite higher education institutions in the world. They also chose to name this university after Dimitrie Cantemir, the 18th century prince and philosopher, a representative scholar of the Enlightenment and member of Berlin Academy of Sciences."

The university has its main headquarters in Bucharest and hosts branches in Cluj-Napoca and Timisoara for faculties dedicated to law and economic studies. There are eight faculties in Bucharest, and they offer undergraduate and graduate programs:

The Faculty of Legal and Administrative Sciences; the Faculty of Tourism and Commercial Management; the Faculty of International Economic Relations; the Faculty of Finance, Banking and Accountancy; the Faculty of Marketing; the Faculty of Education Sciences; the Faculty of Communication Sciences; and the Faculty of Foreign Languages and Literatures (programs for 10 foreign languages: English, French, German, Italian, Spanish, Turkish, Japanese, Russian, Chinese, Arabic, plus Korean (as an optional language)).

In addition, the university supports the following technical facilities: twelve modern amphitheaters (with 200 seats) equipped with a range of multimedia facilities: video projector, screen, sound system, Wi-Fi access, sockets for portable equipment; five Information Technology laboratories equipped with computers, interactive SMART boards and educational software; portable video projectors, laptops that can be used by the teaching staff and students; a reading room equipped with computers with access to the library databases; Microsoft Office 365 free access for teachers and students; an integrated audio-video conference system, a web platform that offers the possibility of live webcasting for events within the university; an internal television station that was launched as a channel allowing teachers, students and university visitors to be aware of the latest educational, cultural, or artistic events within the university as well as for broadcasting live events to monitors throughout the university; Internet access with a 100MB guaranteed band; Wi-Fi coverage of the campus; and a relaxation area with Wi-Fi access.

Overall, there are 2,742 seats in amphitheaters and laboratories.

Among the many attractions being prepared for the 50th anniversary meeting will be original theater productions prepared by the Astra Dance Theater of Los Angeles. The theater creates original music to go with the dance and drama. Among the key organizers of the theatre production will be Prof. David Wilkinson, Ms. Sasha Travis, and Ms. Regan Remy, all affiliated with the ISCSC. I hope that we will be putting online a link to wonderful music produced by this company via our website, www.iscsc.org.

The price for accommodations—according to those involved in working out the final details—is going to be extremely reasonable, and many of those attending in California have already indicated that they are anticipating attendance next year in Bucharest.

Also, a joint conference was held in Mongolia in September. The conference was sponsored by the Asia Politics and History Association and the International Society for the Comparative Study of Civilizations, along with Clarewood University (located in Reston, Virginia), the Blue Banner Foundation, and the Mongolia Society.

The topic was *Challenges Confronting Asia Today: Nuclear Proliferation, Environment, Economic, Civilizational*. On board from the ISCSC, and reading their papers were President Lynn Rhodes; Prof. Michael Andregg, our Vice President; and myself.

Here's looking forward to seeing all readers perhaps if not in Mongolia in September then for sure in Bucharest next June.

Joseph Drew, PhD.
Editor