




## TYPES OF PERIODICALS

When conducting research it is important to distinguish between **scholarly journals** and **trade** and **popular magazines**. Articles from journals are typically referred to as "scholarly," while magazine articles are usually considered "popular." Trade magazines or journals are written for professionals in a particular field and are not necessarily research related, nor are they considered scholarly.

Below are criteria to consider when differentiating between scholarly journals and magazines. Notice how many of the criteria are related to the factors (noted in parenthesis) that you need to consider when evaluating an article. Please refer to the Mission College handout *Evaluating Books and Articles for Academic Use* for the factors to consider when evaluating an article.

Criteria	Scholarly Journals (also called Academic, Peer-Reviewed or Reviewed)	Trade Magazines/Journals (also called Professional, or Special Interest)	Popular Magazines (also called General)
Example			
<b>Publisher (Authority)</b>	Universities, scholarly presses, or academic/research organizations.	Professional or trade associations or commercial publishers.	Commercial publishers.
<b>Published</b>	Monthly, quarterly, semi-annually, or annually.	Frequency varies.	Usually published weekly or monthly.
<b>Audience</b>	Scholars, researchers, and students.	Professionals in the field; the interested non-specialist.	General public.

	Scholarly Journals	Trade Magazines/Journals	Popular Magazines)
<b>Content (Content)</b>	<b>In-depth</b> , primary account of <b>original</b> findings written by the researcher(s); very <b>specific</b> information, with the goal of scholarly communication.	Current <b>news, trends and products</b> in a specific industry; practical information for <b>professionals</b> working in the field or industry.	<b>Secondary</b> discussion of someone else's research; may include personal narrative or <b>opinion</b> ; <b>general</b> information, purpose is to entertain or inform.
<b>Author (Authority)</b>	Author's <b>credentials are provided</b> ; usually a scholar or specialist with subject expertise.	Author is usually a <b>professional in the field</b> , sometimes a journalist with subject expertise.	Author is frequently a journalist paid to write articles, may or <b>may not have subject expertise</b> .
<b>Language</b>	<b>Specialized terminology</b> or jargon of the field; requires expertise in subject area.	<b>Specialized terminology</b> or jargon of the field, but <b>not as technical</b> as a scholarly journal.	Vocabulary in general usage; <b>easily understandable</b> to most readers.
<b>Graphics; Advertisements</b>	Very little use of color; lots of graphs, charts, and tables; <b>very few advertisements</b> and photographs.	Colorful; lots of photographs; <b>some graphics</b> and charts; <b>advertisements targeted to professionals in the field</b> .	Colorful; some graphs, charts and tables; lots of <b>glossy advertisements and photographs</b> .
<b>Layout &amp; Organization</b>	<b>Structured</b> ; includes the article abstract, goals and objectives, methodology, results (evidence), discussion, conclusion, and bibliography.	<b>Informal</b> ; articles organized like a journal or a newsletter. Evidence drawn from <b>personal experience or common knowledge</b> .	<b>Informal</b> ; may include non-standard formatting. <b>May not present supporting evidence</b> or a conclusion.
<b>Accountability (Authority/Accuracy)</b>	Articles are <b>evaluated by peer-reviewers</b> or referees who are experts in the field; edited for <b>content, format, and style</b> .	Articles are evaluated by editorial staff who may be experts in the field, <b>not peer-reviewed</b> ; edited for <b>format and style</b> .	Articles are <b>evaluated by editorial staff</b> , not experts in the field; edited for <b>format and style</b> .
<b>List of References (Accuracy)</b>	<b>Required</b> . Quotes and facts are verifiable.	Occasional <b>brief</b> bibliographies, but not required.	<b>Rare</b> . Little, if any, information about source materials is given.
<b>Additional Examples</b>	<ul style="list-style-type: none"> <li>• <i>Annals of Mathematics</i></li> <li>• <i>Journal of Anatomy and Physiology</i></li> <li>• <i>Brain Research</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Architectural Record</i></li> <li>• <i>Library Journal</i></li> <li>• <i>PC World</i></li> <li>• <i>Restaurant Business</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Sports Illustrated</i></li> <li>• <i>National Geographic</i></li> <li>• <i>Ladies Home Journal</i></li> <li>• <i>Cooking Light</i></li> </ul>

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