



## Scholarly Journals vs. Popular Magazines

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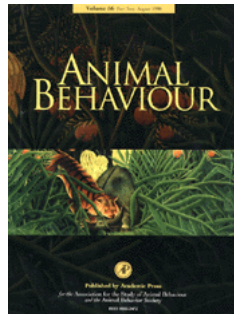


### Characteristics of Scholarly, Popular, and Trade Journals

#### Scholarly Journals

- Article written by person who has conducted research in the field and is usually affiliated with a university or research center.
- Article's content deals with original research or experimentation.
- Author writes in the language of the discipline; readers are assumed to have some knowledge of the field.
- Often a scholarly professional association produces the publication.
- Article is lengthy, with references in footnotes or endnotes; illustrations are charts or graphs, few glossy pictures and few advertisements.
- Articles usually reviewed and critically evaluated by a board of experts in the field (refereed).
- Articles usually more structured; may include these sections: abstract, literature review, methodology, results, conclusion, bibliography.

**Examples: New England Journal of Medicine, Animal Behavior, and Journal of Religion**



#### **Summary of Important Points**

##### **It is scholarly if found in...**

- Specialized indexes such as Humanities Index, Social Sciences Index, ERIC Abstracts, General Science Index.

##### **It is scholarly if the author is...**

- A professor or researcher at a University or research center.

##### **It is scholarly if it is...**

- Written for those familiar with the subject; reports original research or experimentation; includes several footnotes.

## Popular Magazines

- Articles are short and written to inform or entertain the general public.
- Articles are seldom footnoted and the source of information is seldom given.
- Glossy or color photographs, with advertisements aimed at the general public.
- Available for purchase in stores, newsstands, etc.
- Shorter articles, providing broader overviews of topics.
- Author usually a staff writer or a journalist; name and credentials often not provided.
- Written in non-technical language for anyone to understand.

**Examples: Newsweek, Time, Sports Illustrated, Psychology Today, and People**



## Trade Journals

- Articles frequently focus on how to do a job better
- Articles usually do not reflect original research
- Usually contain news or information of interest to people in that profession
- Articles may not be footnoted or have few footnotes
- Often published by a scholarly professional association
- Often publish job listings and any advertisements are aimed at people in that profession.

**Examples: American Biology Teacher, Police Chief, English Journal, and The History Teacher**

