

June 19, 2013

**SCHOLARLY JOURNALS
vs. TRADE JOURNALS
vs. POPULAR MAGAZINES**

Scholarly Journals (also called *Academic*, *Peer Reviewed**, or *Refereed Journals*) contain articles, written by scholars or specialists in a field of study, to present results of original research, and are available in paper and/or online format.

***Peer Reviewed:** Prior to publication, an article is reviewed by subject experts, the author's peers, to evaluate the validity, accuracy, and overall quality of the article.

Trade Journals (also called *Professional Journals*) contain articles written by professionals to provide practical information and to promote education and skills within a particular trade or industry, and are available in paper and/or online format.

Popular Magazines contain articles written for a general audience, to provide information or entertainment, and are available in paper and/or online format.

Criteria	Scholarly Journal	Trade Journal	Popular Magazine
Examples	<i>Child Development, College English, Journal of Applied Psychology, American Historical Review</i> (often have <i>Journal</i> or <i>Review</i> in the title)	<i>Chronicle of Higher Education, Construction Bulletin, Computer World, Advertising Age</i>	<i>Time, Newsweek, Psychology Today, National Geographic</i>
Author(s)	Scholar, researcher, or academic, with credentials indicated	Professional in the trade or industry, with credentials indicated	Often a journalist, who may not be a subject specialist
Audience	Scholars, researchers, and students	Members of a specific trade or industry	General public, non-professionals
Appearance (paper or online format)	Articles have a plain "serious" look, often with graphs and charts, and few or no illustrations, and are often lengthy.	Articles often have glossy illustrations, may have graphs and charts, and vary in length, and the journal may contain trade-related advertisements.	Magazine contains glossy photos and illustrations, with many advertisements, and articles are usually brief.
Content	Article is <i>structured</i> to include research objectives, methodology, results, discussion, and bibliography.	Journal is <i>informal</i> , and includes articles on industry trends, professional skills, and organizational news.	Magazine is <i>informal</i> , with news and general interest articles.

Paging	Page numbers run consecutively through a journal volume.	For each journal issue, page numbers start with page 1.	For each magazine issue, page numbers start with page 1.
References / Sources	<i>Required:</i> extensive bibliography with or without footnotes or endnotes to cite sources	<i>Sometimes:</i> brief bibliography to cite sources	<i>Rare:</i> little or no information about sources
Frequency of Publication	Monthly, quarterly, semi-annually, or annually	Monthly or weekly	Monthly or weekly
Accountability	Articles are evaluated by subject experts for content and format, and are usually peer reviewed.	Articles are evaluated by editorial staff persons, who may be subject experts, for format and style, but are not peer reviewed.	Articles are evaluated by editorial staff for format and style.

Acknowledgements: Several relevant Web pages and tables were consulted. Those sources are readily available on the Internet. The table above was adapted mainly from the following sources:

“Popular Magazines vs. Trade Magazines vs. Scholarly Journals.” Colorado State University Libraries
<http://lib.colostate.edu/howto/poplr.html>

“Scholarly vs. Popular Materials Guide.” North Carolina State University Libraries
<http://www.lib.ncsu.edu/guides/spmaterials/>

“Scholarly vs. Popular Periodicals.” Hunter Library, Western Carolina University
<http://researchguides.wcu.edu/scholarly>

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