

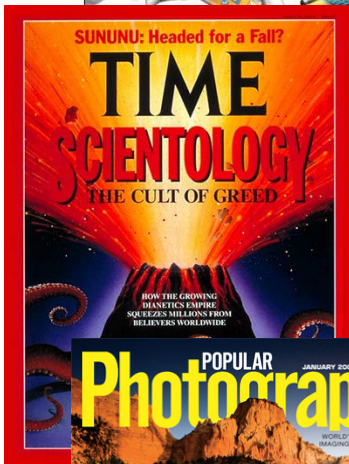
Scholarly vs. Popular vs. Trade Publications

The following is a list of criteria that can be used to distinguish between popular magazine articles, articles from trade publications, and scholarly journal articles. It is important to remember that many articles will not meet *all* of the criteria in a particular category. For example, the *Scientific American* has glossy pages and color pictures, but also includes both scholarly articles as well as those geared toward a more general audience. The *American Journal of Nursing* is a glossy trade publication that includes both popular and scholarly articles written for those in the nursing profession. It is not always easy to tell what type of publication an article comes from. The content and quality of each article must be examined using the criteria below to determine in which category an article fits.

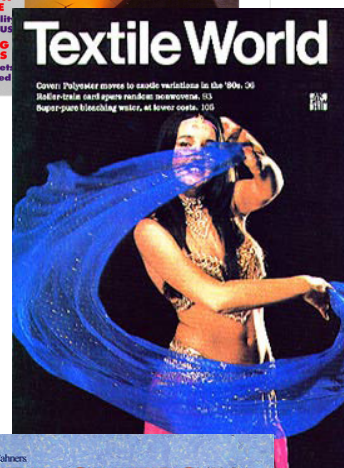
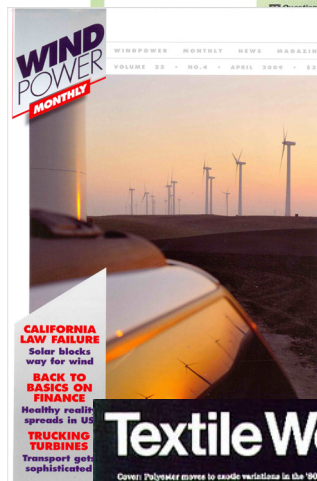
Criteria	Popular Magazines	Trade Publications	Scholarly Journals
APPEARANCE (What do they look like?)	<ul style="list-style-type: none"> include glossy color photos and illustrations often printed on glossy paper eye-catching covers each issue begins with page 1 	<ul style="list-style-type: none"> may include color pictures and illustrations often printed on glossy paper covers depict industrial settings issues begin with page 1 	<ul style="list-style-type: none"> include graphs, charts, or tables plain paper plain covers pages are sometimes consecutive throughout each volume
AUTHORS (Who writes these?)	<ul style="list-style-type: none"> freelance writers, journalists, staff members, and occasionally scholars author credentials usually not provided sometimes are unsigned 	<ul style="list-style-type: none"> field or industry specialists, or staff writers with expertise author credentials usually provided 	<ul style="list-style-type: none"> experts, scholars, researchers, or authorities in their field author credentials almost always provided
AUDIENCE (Who are they written for?)	<ul style="list-style-type: none"> nonprofessionals, the general public sometimes an educated and interested public 	<ul style="list-style-type: none"> people in specific trades, industries, or professions employment seekers in specific industries 	<ul style="list-style-type: none"> researchers, scholars, experts, professionals, college and university community

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CONTENT (What's in them?)	<ul style="list-style-type: none"> news, general interest articles, personalities and celebrity coverage editorials on current events, world affairs, and politics language for general readership (no specialized jargon) 	<ul style="list-style-type: none"> industry trends, new products or techniques organizational news job openings in that profession industry forecasts extensive use of jargon and terminology of the industry or trade may include original and/or industry related research 	<ul style="list-style-type: none"> original research, bibliographies, or literature reviews theoretical discussion usually include abstracts extensive references extensive use of jargon and terminology of the discipline
PURPOSE (What is their purpose?)	<ul style="list-style-type: none"> to make money to provide general interest information to a wide audience to entertain to sell advertising, products, and subscriptions to promote a particular viewpoint 	<ul style="list-style-type: none"> to provide industry news, contacts, and updates to keep trade professionals informed to contribute practical knowledge to industry professionals 	<ul style="list-style-type: none"> to explore theories to add to the body of research in a particular discipline to guide future research to present new ideas or invite discussion
ACCOUNTABILITY (Is there quality control?)	<ul style="list-style-type: none"> editorial review may use unidentified sources may give "suggested readings" list, but no formal bibliography or footnotes published by commercial presses and specific interest groups 	<ul style="list-style-type: none"> editorial review may have limited reference list or bibliography published by trade or professional associations, corporate or commercial presses 	<ul style="list-style-type: none"> some (not all) are peer-reviewed provide formal reference lists or bibliographies, usually lengthy published by professional or scholarly organizations, academic presses
ADVERTISEMENTS (Do they include ads?)	<ul style="list-style-type: none"> usually heavy advertising (glossy photos and the like) type of advertising depends on the magazine and its intended audience 	<ul style="list-style-type: none"> moderate amount most or all ads are trade related and directed to specific industries and professions 	<ul style="list-style-type: none"> few or none may have ads for conferences, job openings, professional publications, and other journals

Popular Magazines



Trade Publications



Scholarly Journals

