

Is it a Popular Magazine or a Scholarly Journal?

	Popular Magazines	Scholarly Journals
Audience	General Readers	Scholars, researchers, professors, students
Purpose	To inform, entertain, and update reader	To broaden existing knowledge of a subject and report on original research
Advertisements	Many ads of a wide variety	Few ads, usually specific to the field
Authors	Staff writers or free lance. Articles may be unsigned	Scholars/experts, credentials are usually given
Publisher	Commercial publishers	University presses, professional associations, some commercial publishers
Publication Schedule	Usually weekly or monthly	Publishes less often, commonly monthly or quarterly
Language	Easy to read	Technical jargon, often difficult to read
Focus	Broad subjects. Gives introductory information, general, opinions	Narrow treatment. Articles are research based and specialized
Appearance	More appealing, often glossy and containing many pictures	Less appealing. Contents are mostly text
Article Length	Usually short to medium	Usually lengthy, with small print size
Documentation	Very little	Extensive bibliographies and footnotes
Timeliness	Up-to-date	Timeliness not as important as thoroughness, originality, and in-depth coverage
Words in the Titles	No specific words in title. Titles may be cutesy or contain slang	Often contain the words, Journal, Bulletin, Review, Research
Examples	Time, Newsweek, Psychology Today, Popular Science, New Yorker, Ebony, Forbes, Gourmet, Rolling Stone	American Journal of Nursing, Journal of Applied Psychology, Science, Journal of Popular Culture, Journal of Black Studies, Harvard Business Review

To cite references from either type of periodical you can use the Style Manuals found in the library's reference collection. For humanities research it is best to use the Modern Language Association (MLA) style (REF PN 147 .G444 1998). For science research it is best to use the American Psychological Association (APA) style (REF BF 76.7 .P83 1994). Links to these style manuals can also be found on the library's homepage.

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