

## How Do I Distinguish Different Types of Journals?

Criteria	Popular Magazines	Professional / Trade Journals	Scholarly Journals
<b>Audience</b>	General public	Members of a trade or profession	Researchers and experts
<b>Author(s)</b>	Staff writers, although many articles are unsigned	Staff writers and experts in the field	Researchers and experts
<b>Sources cited in a bibliography?</b>	Almost never	Sometimes	Always
<b>Purpose</b>	To disseminate general information and news or to entertain	To publicize current topics and professional issues in the field	To disseminate research findings
<b>Content</b>	General interest stories and news	Trends, standards, and new technologies in the field	Research reports
<b>Language</b>	Language that requires no expertise	Jargon that assumes expertise in the field	Jargon that assumes expertise in the field
<b>Publisher</b>	Commercial organizations	Associations	Associations or universities
<b>Source of information reliable?</b>	Most of the time, but not necessarily - publishing deadlines mean a thorough review is difficult to conduct	Usually - the articles often undergo reviews by an editor or editorial board, but sometimes publications are biased to support the industry	Yes - the articles undergo blind reviews by other scholars