

SCHOLARLY JOURNAL, TRADE JOURNAL OR POPULAR MAGAZINE?*

SCHOLARLY JOURNALS	TRADE JOURNALS	POPULAR MAGAZINES
Bibliographies or references included	Usually DO NOT have bibliographies or references	Usually DO NOT have bibliographies or references
Authors are experts	Authors are usually from the journal staff	Authors are often generalists
Articles average 10 or more pages	Articles average 2-5 pages	Articles average 2 or fewer pages
Articles are signed by the authors	Articles are usually signed by the authors	Articles are sometimes unsigned
Audience is the scholarly reader, such as professors, researchers, students	Audience is the industry or profession membership	Audience is the general population
Standardized formats are usually followed like <i>APA, MLA</i> , etc.	Various formats which are often unstructured	Various formats which are often unstructured
Written in the jargon of the field	Written in the jargon of the field	Written for anyone to understand
Any illustrations support the text, such as maps, tables, photographs	Any illustrations support the text, such as maps, tables, photographs	Often profusely illustrated for marketing appeal

*This handout was modified from a handout created by the University of Michigan, and from a figure published in Cook, Kim N., Lilith R. Kunkel, and Susan M. Weaver. "Cooperative Learning in Bibliographic Instruction." *Research Strategies* Winter 1995 :17-25.