

DISTINGUISHING BETWEEN SCHOLARLY AND NON-SCHOLARLY PERIODICALS

	SCHOLARLY *("Peer-reviewed/Refereed")	SUBSTANTIVE	POPULAR
Examples	<i>Journal of Asian Studies</i> <i>Modern Fiction Studies</i> <i>Semiotica</i>	<i>National Geographic</i> <i>New Yorker</i> <i>Psychology Today</i>	<i>Time</i> <i>Vanity Fair</i> <i>Architectural Digest</i>
Purpose & Use	<ul style="list-style-type: none"> - Disseminate knowledge. - Reports of original research. - In-depth analysis of topics. - Statistical information. 	<ul style="list-style-type: none"> - For profit. - Current events & news. - Introduces a subject. - Interviews. - Analysis and opinion. 	<ul style="list-style-type: none"> - For profit. - Current events & news. - Overview of topic. - Entertainment. - Sell products.
Audience	Reader knows the field. (professor, student, specialist, etc.)	General audience.	General audience.
Authors	<ul style="list-style-type: none"> - Researcher. - Academic. - Scholar. 	<ul style="list-style-type: none"> - Journalist. - Free-lance writer. Specialist or scholar. 	<ul style="list-style-type: none"> - Free-lance writer. - Staff writer. - Journalist.
Content & Language	<ul style="list-style-type: none"> - Description of research method with conclusions. - Objective. - Assumes knowledge of technical language and specialist jargon. - Article may have a specific structure. 	<ul style="list-style-type: none"> - Explanation of a subject. - Interpretation of a research article. - May or may not be objective. - Use of non-technical vocabulary. - Shorter articles than in scholarly publications. 	<ul style="list-style-type: none"> - May be biased toward a particular point of view. - Less depth. - Simple language. - Often written like a story.
Publishers	<ul style="list-style-type: none"> - Professional organizations. - University presses. - Research institutions. - Scholarly presses. 	<ul style="list-style-type: none"> - Commercial. - Trade. - Professional organizations. 	<ul style="list-style-type: none"> - Commercial. - Trade.
Sources	<ul style="list-style-type: none"> - Bibliography and/or notes present. - Extensive citation of sources. - Credentials included for authors 	<ul style="list-style-type: none"> - Sometimes includes citations of sources. - Credentials usually not included for authors 	<ul style="list-style-type: none"> - Rarely, if ever, includes citations of sources. - Credentials rarely included for authors.
Graphics	<ul style="list-style-type: none"> - Graphs, charts, and tables. - Advertising is very rare. 	<ul style="list-style-type: none"> - Illustrated, often with photographs. - Advertising is present. 	<ul style="list-style-type: none"> - Heavily illustrated. - Lots of advertising.
<p style="text-align: center;">Article Citation – Scholarly Journal</p> <p>“Too Many Facebook 'Friends'? Content Sharing and Sociability Versus the Need for Privacy in Social Network Sites.” By: Brandtzæg, Petter Bae; Luders, Marika, et al. <i>International Journal of Human-Computer Interaction</i>. Nov/Dec2010, Vol. 26 Issue 11/12, p1006-1030. 25p. 2 Diagrams, 4 Charts.</p>		<p style="text-align: center;">Article Citation – Substantive Magazine</p> <p>“Bye Bye Facebook Friend, You're a Blabbermouth.” By: Aron, Jacob. <i>New Scientist</i>. 8/27/2011, Vol. 211 Issue 2827, p18-19. 2p.</p>	

**Peer-Reviewed: Many scholarly journals have a peer review board (other scholars in the author's field or specialty) that critically assesses a draft of the article to determine if it is acceptable for publication. The review board may send a paper back to the author with suggestions for improvement before it can be published. This process helps ensure that the published article reflects solid scholarship in the field.*