Periodicals: Scholarly, Trade, or Magazine?

|  | **Scholarly Journals** | **Trade Journals** | **Magazines** |
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| **Examples** | Forest Ecology and Management  Journal of the American Medical Association (JAMA) | American Libraries  Chronicle of Higher Education  The Chemical Engineer  Environmental Quality Management | Time  Sports Illustrated  People |
| **Purpose** | To present original research in the field, to extend the body of knowledge in a field | To inform others in a particular profession | To entertain, inform, or persuade |
| **Who writes for these?** | Experts in the field, scientists, professors | People working in the field | Journalists |
| **Who reads these?** | Experts in the field, scientists, professors, and students | People working in the field and others interested in the subject | Everyone |
| **Gatekeepers for publication?** | Other experts in the field through a peer review process | Editors – usually have some knowledge of the specific subject area, maybe even expert knowledge | Editors – professional writers, but not necessarily professionals on the topic being written about |
| **Writing style** | Technical terminology, written to educate you, not entertain you, often original research  Standardized (MLA, APA, Chicago, etc.) with bibliographies  No advertisements | More casually written, but includes industry terms and jargon  Advertisements are geared towards particular industry or career  Occasional brief bibliographies, but not required | Written for the average person with lots of pictures and everyday words  Entertaining and catchy titles  Lots of advertisements  No sources cited |
| **How to use in your research** | To learn about original research on a topic | To get background knowledge on a topic, read summaries of research, or to learn more about a profession | To get background knowledge on a topic or read summaries of research  Additionally, to research popular culture, current events, and other topics not found in academic literature |