

Periodicals: Guide to the Differences

* light gray boxes indicate major identifiers	Scholarly Peer-Reviewed Journal	Professional Trade Journal	Substantial Newspapers/ General News Magazines	Popular Magazine for Specific Audience	Sensational	<u>Electronic Format</u> Can a student find the same information?
Overall Appearance	Plain cover + plain pages with few pictures, but with charts. Often has “Journal” in Title	Glossy cover and pages with pictures	Standard newspaper or Glossy paper with pictures	Flashy and glossy cover and pages with pictures	Big Attention-Getting Headlines. Pictures may be poor quality.	PDF files same as print pages. HTML files have no or few pictures, Cover not available.
Audience / Purpose	Scholars and students – report + share research	People working in that field	General Information - tries to cover all fields	Covers specific topic or for a segment of society	Arouse curiosity	Same as print version
Advertising	None or Few - usually for books	Usually for products in that field	Some ads, variety of products	Many ads, variety of products	Ads are often for suspicious products	Not shown unless on same PDF page
References / Sources Listed	Footnotes or lists of other articles or books, a bibliography	Not usually	Not usually	Not usually	No	Same as print version
Article length	Long – often 5 to 30 pages or more	Often short, quick information, may quote + summarize research	Varies – may have occasional in-depth coverage	Varies – usually shorter	Short	Same words – HTML pages may vary from print or PDF version
Author / Credentials	Experts in the field. Where they work is listed	Written by editors or people working in the field	Reporters, staff, or freelance writers – very little author information	Reporters, staff or freelance writers – very little author information	Freelance or staff	Same as print version
Type of Information	Scientific studies to inform scholars of new research in specific field. Often published by an organization.	News and practical information about specific field	Provides general information on a wide variety of topics	Articles on one subject or for one type of audience, try to inform, entertain or persuade the general public	Capture attention with sensational headlines, may distort truth with very little actual information	Same as print version
Language / Words	Terminology and jargon of the field, very difficult words	Terminology and jargon of the field	For an educated audience	Simple language for all reading levels	Simple, easy-to-read, sensational outlandish style	Same as print version
Graphics	Graphs and charts, especially results and methods of study	Photos, illustrations	Photos, illustrations	Large number of photos, illustrations	May contain lurid, melodramatic or “doctored” photos	HTML may or may not be exactly same as print PDF should be same as print
Standards / Peer Reviewed /Refereed	Must meet criteria, articles approved by committee of “peers” who are experts in the field. Look for an “Instructions for Authors” section.	No specific criteria, approved by editors	Must meet standards of publication and be approved by editors. Often tries to be unbiased and give all sides.	No specific criteria, approved by editors	None	Same as print version
Examples - note that titles can be misleading	<i>Plant Disease, Potato Research, Journal of Animal Science</i>	<i>Prairie Farmer, Farm Journal</i>	<i>New York Times, Time, Newsweek, World Press Review</i>	<i>Teen, Working Mother, People, Travel & Leisure, Sporting News</i>	<i>National Enquirer, Globe, Star, Weekly World News</i>	Found full text online in EBSCO, FirstSearch, LexisNexis, etc.

