

EVALUATING RESOURCES AT USF LIBRARY

SCHOLARLY VS. TRADE VS. POPULAR JOURNAL ARTICLES

When looking for library resources for most academic research projects there will be a need to retrieve only scholarly resources. Discerning between the two kinds of journal articles may seem arbitrary but the below guidelines should help you assess the resources you are finding.

Criteria	Scholarly Publications	Trade Journals	Popular Magazines
Appearance	Serious format Mainly black and white Limited images, largely graphs and charts Consecutive pages throughout volume No glossy pages or photographs	Glossy pages Industry image on cover Color pictures and illustrations Each issue begins on page one.	Glossy pages Large color photos Photos of people and places Each issue begins with page one. Highly designed with nonlinear layout
Audience	University students Professionals and Researchers University Faculty and Professors	Members in a specific business industry, setting or organization	Nonprofessionals and pleasure readers
Authors	Scholars and researchers in that field of study	Business industry professionals	Journalists Celebrities Magazine staff
Content	Research Projects Literature Reviews Methodologies Theory and Analysis	Industry trends and techniques Organizational news New products	General interest Event coverage Celebrities News, Current Events
Purpose	Report original research Review other research Highlight experiments	Showcase new concepts and products	Provide general information Gossip
References	Large number of citations, more than 25 Sources in footnotes or bibliography	Some citations, usually less than 10 Sources listed at the end of each article	None or cited informally Often contain unsubstantiated claims
Review Process	Most are "peer reviewed": examined and edited by scholars in the same field	Reviewed by editorial board. No peer review	Edited by magazine editors
Examples	Advances in Nursing Science	Advertising Age	People, Men's Health