

## Scholarly Journals, Trade Publications, and Popular Magazines

When doing research, it is useful to know what the different classifications for publications mean. Most ProQuest databases let you limit your search to scholarly journals, including peer reviewed. Some will let you limit your search to peer reviewed. Using these filters will let you perform more focused journal retrieval, making it easier to find the content you want. This document will help provide you with a clear understanding of what each of these classifications include.

A publication is considered **scholarly** if it is authored by academics for a target audience that is mainly academic, the printed format isn't usually a glossy magazine, and it is published by a recognized society with academic goals and missions. The ProQuest criteria states the publication must be academic in focus with the intent to report on or support research needs as well as advance one's knowledge on a topic or theory. The publication will be targeted for professional or academic researchers and have in-depth analysis typically focusing on one discipline or academic field. The publication will likely be peer reviewed or refereed by external reviewers. The publisher should be a professional association or an academic press.

A publication is considered to be **peer reviewed** if its articles go through an official editorial process that involves review and approval by the author's peers (people who are experts in the same subject area.) Most (but not all) scholarly publications are peer reviewed. Some trade publications are actually peer reviewed, but ProQuest does not consider them when filtering on peer reviewed. This is because getting results from trade publications instead of academic journals can be frustrating to researchers. Instead, ProQuest excludes these peer reviewed trade publications and only considers publications that are scholarly in terms of content, intent, and audience.

ProQuest uses information provided by publishers to determine whether a publication is peer reviewed. In some cases, reference sources such as Ulrich's International Periodicals Directory that gather information from publishers are consulted. If you have questions regarding the peer-reviewed status of a publication, please email customer service.

	Scholarly Journals	Trade Publications	Popular Magazines
<b>Appearance</b>	Plain, formal, sober, serious	Industry setting, glossy, in color	Flashy, attractive, glossy, colorful
Cover	Plain	Depicts industrial setting	Eye-catching
Paper	Plain	Glossy	Glossy
Illustrations	Black and white	Color	Color
Advertisements	Few or none	Moderate, most trade related	Heavy
Article length	Longer	Moderate	Shorter
<b>Content</b>	Research projects, methodology, and theory	Industry trends, products or techniques, and organizational news	Personalities, news, opinions, and general interest articles
Title	Often includes terms such as: "journal", "review" or "bulletin"	Often includes industry name: "aviation", "restaurant", "engineering"	Rarely includes terms such as: "journal", "review" or "bulletin"
Purpose, intent	Report research, advance knowledge	Provide practical industry info	Inform, persuade or entertain
Scope	Narrow focus, in depth analysis of one academic field or discipline	Practical information within one industry or profession	Broad overview of topics
Audience	Academic or professional: professors, researchers, students	Members of a specific business, industry or organization	General public, non-professionals
Structure	Structured sections: abstract, results	No specific format or structure	No specific format or structure
Accountability	Bibliographies, endnotes, footnotes Controlled by peer-review process	May have short bibliographies Controlled by journalistic or professional ethics	No bibliographies Controlled by journalistic ethics
Bibliography	Yes -- Always cite sources	Maybe -- Rarely formally cite sources	No -- Rarely cite sources
Abstract	Yes	Maybe	No

	Scholarly Journals	Trade Publications	Popular Magazines
Editors	Accept peers' articles	Assign or accept articles	Assign specific articles
Author	Authority, expert or specialist (PhD) Compensated with prestige	Staff writer or industry specialist Paid	Journalist, staff or freelance writer Paid
Credentials, affiliation	Always given	Often provided	Rarely provided
Review process	Peer-reviewed or refereed	Editorial review	Editorial review, NOT peer-reviewed
Language	Jargon of the discipline	Jargon of the industry	General audience reading level
Writing style	Scholarly or technical	Technical	Informal, journalistic, conversational
Support of argument	Research built on prior research	Professional knowledge	Confirmed sources
<b>Publishing</b>			
Publisher	Professional assn. or academic press	Professional or trade association	Commercial press
Frequency of publication	Monthly, quarterly, semi-annually	Weekly, monthly	Daily, weekly, monthly
Issues	Tend to be successively numbered	Begin with page 1	Begin with page 1
Access, availability	University library, lab or office	Subscription; libraries have few	Newsstand or home subscription
<b>Examples</b>	<ul style="list-style-type: none"> <li>American Economic Review</li> <li>Journal of Marketing Research</li> <li>Political Quarterly</li> <li>Geographical Perspectives</li> <li>Science</li> </ul>	<ul style="list-style-type: none"> <li>Aviation Week and Space Technology</li> <li>Publishers Weekly</li> <li>Advertising Age</li> <li>Information Today</li> <li>Aviation Week and Space Technology</li> </ul>	<ul style="list-style-type: none"> <li>Vanity Fair</li> <li>Scientific American</li> <li>National Geographic</li> <li>Psychology Today</li> <li>Vital Speeches of the Day</li> </ul>