

Scholarly, Popular and Trade Articles, What's the Difference?

At some point in your college career a professor will instruct you to locate articles in scholarly journals, or distinguish the difference between and popular article and a trade article. The chart below will help you distinguish between Scholarly, Popular and Trade articles. If your still uncertain consult a librarian or seek some of the resources listed on the other side of this guide.

	SCHOLARLY	POPULAR	TRADE
Audience	<ul style="list-style-type: none"> Professors, researchers, students 	<ul style="list-style-type: none"> General reading audience 	<ul style="list-style-type: none"> Members of a specific association, business, organization or industry
Author	<ul style="list-style-type: none"> Professional or expert in field 	<ul style="list-style-type: none"> Journalist, student, popular author, staff writers 	<ul style="list-style-type: none"> Industry practitioners and professional writers Magazine staff members, journalists, freelance writers
Bibliographies or References	<ul style="list-style-type: none"> Bibliography, works cited, footnotes 	<ul style="list-style-type: none"> No bibliographies, mentions reports/specialists 	<ul style="list-style-type: none"> May have short bibliographies Articles have a few footnotes or may not have any footnotes
Language	<ul style="list-style-type: none"> Advanced reading level 	<ul style="list-style-type: none"> Non-technical language 	<ul style="list-style-type: none"> Geared to audience in industry
Length	<ul style="list-style-type: none"> Long articles (10 or more pages) 	<ul style="list-style-type: none"> Short articles (1-4 pages) 	<ul style="list-style-type: none"> Articles fairly short (1-5 pages)
Content or Purpose	<ul style="list-style-type: none"> Discusses a specific scholarly field 	<ul style="list-style-type: none"> Current events, general interest, and personalities 	<ul style="list-style-type: none"> Does not reflect original research
Review Policy/ Editor	<ul style="list-style-type: none"> Reviewed by peers, experts/scholars in the field 	<ul style="list-style-type: none"> Editor or editorial board reviews 	<ul style="list-style-type: none"> Editor or editorial board reviews
Special Features	<ul style="list-style-type: none"> Tables, graphs, maps 	<ul style="list-style-type: none"> Glossy paper, color images, advertisements 	<ul style="list-style-type: none"> Glossy paper Advertisements aimed at people in profession Publishes job listings
Useful For	<ul style="list-style-type: none"> Reports on experiments and research studies Lengthier book reviews, reviews of scholarly books 	<ul style="list-style-type: none"> Shows what the general public is interested in, is being told about a topic 	<ul style="list-style-type: none"> Give practical information, "how to do things" Address current concerns of an industry
Examples of Journals & Magazines	<ul style="list-style-type: none"> Foreign Affairs Journal of American Folklore Sex Roles Shakespeare Quarterly 	<ul style="list-style-type: none"> Ladies Home Journal Newsweek Sports Illustrated Psychology Today U.S. News & World Report 	<ul style="list-style-type: none"> APA Monitor Advertising Age Chronicle for Higher Education PC Week
Databases	<ul style="list-style-type: none"> ERIC JSTOR PsycInfo Sociological Abstracts 	<ul style="list-style-type: none"> Readers' Guide Lexis/Nexis MasterFile Premier 	<ul style="list-style-type: none"> Business Source Lexis/Nexis

Definitions

Periodical = a generic term for publications containing separately written articles or other short works, and usually issued at regular intervals. Newspapers, newsletters, magazines, and journals are all periodicals.

Peer reviewed, academic or referred journals = refers to the policy of having experts in the field examine a submitted article before accepting it for publication. The peer review (or referee) process insures that the research described in a journal's article is sound and of high quality.

Bibliography - A list that contains the names and details of all the sources used in an essay, research paper, articles, etc. Other terms often used are WORKS CITED, REFERENCES, SOURCES

Databases

Some article databases allow limiting to peer-reviewed journals in a search, while others may use a mark or symbol to indicate if the journal is peer-reviewed. Some examples of databases that do this: *CINAHL* (Nursing and Allied Health database); EBSCO databases like *Academic Search Premier*, Business Source.

Other databases like *JSTOR*, *ProjectMuse* or *American Chemical Society* contain only journal articles.

Consult the front of the guide for other examples of databases.

Useful resources to verify periodical titles

These resources will help you distinguish between scholarly, popular and trade articles.

- *An Author's Guide to Social Work Journals*  Reference - HV85 .M46 1983
- *Cabell's Directory of Publishing Opportunities in Economics and Finance*  Reference - HG152 .C22
- *Cabell's Directory of Publishing Opportunities in Accounting*  Reference - HJ9733 .C22
- *Cabell's Directory of Publishing Opportunities in Management and Marketing*  Reference - H91 .C234 1994
- *Cabell's Directory of Publishing Opportunities in Educational Curriculum and Methods-*  Education Reference - Z286.E3 C322
- *Cabell's Directory of Publishing Opportunities in Educational Psychology and Administration*  Education Reference - Z286.E3 C323
- *Directory of Scholarly Electronic Journals and Academic Discussion Lists*  Reference - Z6951 .D625
- *Educators Resource Directory*  Education - LB1028.27.U6 E53
- *Historical Journals: A Handbook for Writers and Reviewers*  Reference - Z6205 .S73 1993s
- *Journals in Psychology: A Resource Listing for Authors*  Reference - BF76.8 .J68 1997
- *Magazines for Libraries*  Periodicals Reference - Z6941 .M23
- *Refereed and Non-refereed Economic Journals: A Guide to Publishing Opportunities*  Reference - HB63 .M54 1988
- *Ulrich's International Periodicals Directory*  - available online at <http://memex.lehman.cuny.edu>