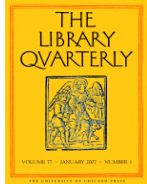





Scholarly Journals v. Popular Magazine Articles

Characteristics	Scholarly Journals	Popular Magazines
Appearance	 <p>Serious and plain with graphs & charts to illustrate concepts and few photos or advertisements</p>	 <p>Attractive, glossy pages with many color photos and advertisements</p>
Intended Audience	Researchers, academics and college students	General public
Writing Style/ Language	Formal writing style with terminology specific to the field. Usually structured (i.e., abstract, literature review, methodology, results, conclusion, bibliography)	Informal writing style and language with no set structure or format
Purpose	To present original research	To provide general information and entertainment
Author(s)	Experts or authorities in the field (e.g., researchers, academics or specialists)	Staff or freelance writers or journalists
References	Sources are cited with footnotes & bibliographies or works cited	May mention sources in text, but no formal citations
Accountability	Articles are reviewed and evaluated by a board of experts in the field - a peer-review or refereed process	Articles are reviewed by the editors of the magazine
Examples	<i>International Journal of Sociology, Journal of Social History, The American Journal of Public Health</i>	<i>Time, National Geographic, New Yorker, US News</i>