

PERIODICAL ARTICLES: POPULAR OR SCHOLARLY?

Cannell Library subscribes to many types of periodicals. You'll also find many full-text articles in databases such as Expanded Academic Index (InfoTrac) and ProQuest. Knowing about the types of periodicals will help you choose the most appropriate type of articles for your research.

	Scholarly Periodicals (Journals)	Popular Periodicals (Magazines)	Publications of Opinion	Professional, Trade and Industry Publications
Length of Articles	Lengthy (5-50 pages)	Short (1-5 pages)	Medium (5-10 pages)	Short to medium (1-10 pages)
Audience	Scholars, academics	General, non-academic	General educated audience	Professionals in specific fields
Author Expertise	Scholars, academics, specialists, or researchers in the field.	Journalists	Authors usually have advanced degrees.	Journalists or specialists
Frequency of Publication	Published infrequently -- monthly, quarterly, or once or twice a year.	Published frequently -- weekly, biweekly or monthly.	Weekly or monthly	Weekly or monthly
Bibliography	Always included. Reader can consult author's sources.	None. No way to track the author's research.	Not extensive, but may include footnotes.	May include footnotes.
Inclusions	Frequently includes book reviews. Charts, tables and graphs. Photos only if part of the subject. Few, if any, advertisements.	Advertisements, photos and illustrations.	Advertisements, photos, and illustrations. Book reviews. Political cartoons and satire.	Trade related advertising, photos, regular columns, industry reviews.
Ownership	Academic publisher, institution, or organization.	Corporation	Corporation	Trade Association or corporation
Subjects	Generally a single, focused aspect of an academic subject area. Reports original research (with methodology and results). In-depth analysis of topics.	Current events. May either cover a variety of general interest topics (<i>Time</i> , <i>Newsweek</i>) or appeal to a single interest (<i>Rolling Stone</i>).	Articles written from a political viewpoint (liberal, conservative). Commentary on politics and society.	Articles are intended to inform practitioners in the field of current events and breakthroughs in the field.
Vocabulary	Specialized vocabulary	Conventional/conversational language	Sophisticated	Jargon of the field
Examples of Titles	<i>Journal of the American Medical Association</i> , <i>American Journal of Botany</i>	<i>Time</i> , <i>Newsweek</i> , <i>People</i> , <i>Mother Earth News</i>	<i>Harpers</i> , <i>Atlantic</i> , <i>The New Republic</i>	<i>AdWeek</i> , <i>American Machinist</i>
Method of Access	<i>Expanded Academic Index</i> (InfoTrac), <i>ProQuest Direct</i> , subject-specific indexes (BIOSIS, Medline, CINAHL, etc.)	<i>Expanded Academic Index</i> (InfoTrac), <i>ProQuest Direct</i> , <i>Reader's Guide to Periodical Literature</i> (print index)	<i>Expanded Academic Index</i> (InfoTrac), <i>ProQuest Direct</i> , <i>Social Sciences Index</i> (print index)	<i>Expanded Academic Index</i> (InfoTrac), <i>ProQuest Direct</i> , <i>Business Periodicals Index</i> (print index)