

<u>Evaluating Periodicals</u>	Scholarly Journal	Professional Journal	Substantial Magazine	Popular Magazine	Sensational Magazine
Purpose	Articles report original research or experimentation in a field. A way for scholars to communicate to scholars	Reports information about a profession (e.g. issues, news, organizational activities). Info is intended to help one in his/her work.	Presents information in a general manner to a broad audience of concerned citizens.	Provides information that is intended to entertain or to promote a viewpoint.	Provides information that is intended to arouse reaction and that caters to popular tastes.
Intended Audience	Scholars and experts in the field. Assumes the reader will understand the technical language of the discipline.	Practitioners, scholars in the field, and, to a lesser degree, interested general public.	General public. Language reflects that of an educated audience.	General public. Language is non-technical so the information is accessible to the general public.	General public. Language is non-technical so the information is accessible to the general public.
Authors	Scholars and researchers in the field. Articles are refereed (i.e. they are reviewed by the author's peers before they are approved for publication).	Practitioners and scholars in the field. Some articles may be refereed.	Journalists who are either freelance writers or members of an editorial staff or possibly scholars	Freelance writers or members of an editorial staff.	Freelance writers or members of an editorial staff.
Citations	The source(s) of the information presented in the articles are cited in a bibliography or in footnotes.	The source(s) of the information presented in the articles are cited in a bibliography or footnotes.	Source(s) of the information are sometimes cited.	Source(s) of the information are rarely cited (i.e. no bibliography or footnotes).	Source(s) of the information are usually 2 nd or 3 rd hand & obscure or of unknown origin.
Publisher	Published by a professional organization or an academic institution.	Generally published by a professional organization.	Commercial or individual publisher.	Commercial publisher.	Commercial publisher or non-professional organization.
Appearance	Serious. May have statistical tables & graphs. Few advertisements or color photographs.	Attractive, less serious than the scholarly journal. Can be glossy. Will include advertisements.	Often attractive, glossy, includes colorful photos & advertisements.	Attractive, glossy, includes colorful photos & advertisements	Usually a newspaper of tabloid format.
Examples	New England Journal of Medicine	Journal of Chemical Education	Time, Newsweek, Wall Street Journal	Sports Illustrated, People	National Enquirer, Star