**Popular vs. Scholarly Periodicals**

**Periodical:**
- a collection of articles in print or electronic form that is published or issued on a regular basis

In your academic career, if you are able to recognize the differences between a popular and scholarly source, you can avoid unnecessary time researching and even embarrassment from a professor asking, "Why did you cite THAT??!!".

**So how can you tell the difference???

**Magazines (Popular)**
- ✓ Geared toward the general public
- ✓ Contain many photographs, graphics, and advertisements
- ✓ Cover a wide range of topics typically in short articles
- ✓ Broadly summarize research and current issues
- ✓ Tend to be issued once a week or month
- ✓ Often publish articles with only minor review of the content
- ✓ Examples:
  - Time
  - Newsweek
  - U.S. News & World Report
  - Sports Illustrated
  - Rolling Stone
  - Reader's Digest

**Journals (Scholarly)**
- ✓ Geared toward scholars, researchers, and professionals
- ✓ Contain few photographs, graphics, and advertisements
- ✓ Report research, document case studies, and refer to previous scholarly work through bibliographies in long, in-depth articles
- ✓ Sponsored by an academic or professional organization
- ✓ Tend to be published quarterly or monthly
- ✓ Only publish articles that have been reviewed by other experts in the field who confirm the quality of the research performed
- ✓ Examples:
  - Journal of the American Medical Association (JAMA)
  - The Journal of Aesthetics and Art Criticism
  - Civil War History
  - College & Research Libraries