

Journal Assessment

Subject Research Guide

Contained within this document are selected resources at the Monmouth University Library, useful for assessing journal types. For more help, call the reference desk at 732.571.3438.

Assessing Journal Types

The following tables will help you determine whether the journal you are using is a popular magazine, a trade magazine, or a scholarly (or peer reviewed or academic) journal.

Appearance, Advertisements		
POPULAR MAGAZINES CONTAIN...	TRADE MAGAZINES CONTAIN...	SCHOLARLY MAGAZINES CONTAIN...
✓ Colorful covers	✓ Covers depicts trade setting	✓ Plain covers
✓ Glossy paper	✓ Glossy paper	✓ Plain paper
✓ Color pictures	✓ Color pictures	✓ Black & white pictures
✓ Issues that start on page 1	✓ Issues that start on page 1	✓ Consecutive pages
✓ Advertisements	✓ Advertisements	✓ No advertisements

Audience		
POPULAR MAGAZINES FOCUS ON...	TRADE MAGAZINES FOCUS ON...	SCHOLARLY MAGAZINES FOCUS ON...
<ul style="list-style-type: none"> ✓ The general public and non-professionals 	<ul style="list-style-type: none"> ✓ Members of a specific business, profession, or organization 	<ul style="list-style-type: none"> ✓ Researchers and professionals

Content		
POPULAR MAGAZINES CONTAIN ARTICLES ON...	POPULAR TRADE MAGAZINES CONTAIN ARTICLES ON...	SCHOLARLY MAGAZINES CONTAIN ARTICLES ON...
<ul style="list-style-type: none"> ✓ Articles on personalities, current events, and general interest 	<ul style="list-style-type: none"> ✓ Articles on Industry trends, new products or manufacturing techniques, organizational news 	<ul style="list-style-type: none"> ✓ Primary research results, new methodologies and theories, research projects

Accountability		
POPULAR MAGAZINES CONTAIN ARTICLES ON...	TRADE MAGAZINES CONTAIN ARTICLES ON...	<i>Scholarly Magazines</i>
✓ General staff, many who are unsigned	✓ Articles written by staff or experts in the field	✓ Articles written by experts in the field and researchers
✓ Editorial review by general editor	✓ Editorial review by general editor	✓ Peer review by subject experts
✓ No bibliographies, footnotes or endnotes	✓ Short bibliographies or no bibliographies	✓ Extensive bibliographies, works cited, footnotes or endnotes

Tool: Indexing & Abstracting		
<i>Popular Magazines</i>	<i>Trade Magazines</i>	<i>Scholarly Magazines</i>
✓ General	✓ Subjected oriented	✓ Subject oriented

Need more help?

- Access the Monmouth University Library Page at <http://library.monmouth.edu/>
- Access the Research Help Page at <http://library.monmouth.edu/help/help.php>
- Use our Ask-a-Librarian service at <http://library.monmouth.edu/help/ask.php>
- See the Library's hours at <http://library.monmouth.edu/about/about.php#hours>
- Call the reference desk at 732.571.3438.

11/06
GG