

## **Peer Reviewed Journals vs. Popular Magazines**

- **Intent:**
  - o Scholarly publications mean to inform and educate their intended audience
  - o Popular magazines aim to entertain and inform their readers
  
- **Audience:**
  - o Scholarly publications have an intended audience of college students, professors and professionals in the particular field being covered
  - o Popular magazines target everyone and therefore must use language that most readers can understand
  
- **Depth:**
  - o Scholarly publications provide in-depth coverage, examination, explanation of a particular topic
    - § Lack of advertising
    - § Reliance on charts, statistics to make, reinforce arguments
    - § Articles can be quite lengthy
  - o Popular magazines tend to provide broad, overall coverage of a topic.
    - § Abundant advertising
    - § Usually heavy reliance on photographs to convey message
    - § Articles are usually short
  
- **Reliability**
  - o Scholarly publications will refer to supporting documentation making use of foot and end notes
  - o Popular magazines will seldom refer to supporting documentation