

What's the Difference?

How To Tell if a Periodical is a Popular Magazine, Trade Magazine, or a Scholarly Journal

1. Go to the "Current Periodicals" section on the Lower Level of Waldo Library. Choose one periodical (magazine or journal) from each of the three columns below. (If you need help finding them using the call numbers provided, ask at the Science Reference Desk or the main Reference Desk).

Popular (Consumer) Magazines

Discover (Q1.D5)
Economist (HG11.E2)
Psychology Today (BF1.P83x)
Dramatics (PN3175.A1.H5)
Seventeen (AP2.S45x)
Car and Driver (TL236.S664)
People (AP2.P417)

Trade Magazines

Metalsmith (NK6400.M43)
CPA Journal (HF5601.N42x)
Police Chief (HV7551.P5)
Farm Journal (S1.F25)
Armed Forces Journal (U1.A66)
Graphic Arts Monthly (Z119.G87)

Scholarly Journals

Journal of Industrial Ecology (TS161.J68)
Molecular Pharmacology (TA357.J66)
Studies in Romanticism (PN751.S8)
Comparative Politics (JA1.C6x)
Philosophical Psychology (BF1.P47x)
Journalism & Mass Communication Quarterly (PN4700.J7)

2. Look at your three periodicals and see how they are different. Answer the questions on the back of this worksheet. This will help you analyze the characteristics of each type of periodical. Pay particular attention to *Trade Magazines*, as these are often the most difficult to identify.

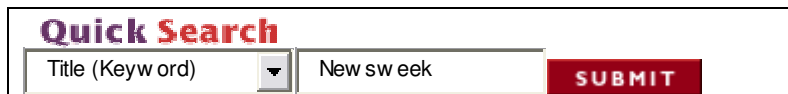
3. Now that you have determined the characteristics of each type of periodical in step 2, find three *other* periodicals, one from each category, that are not listed in the columns above. Write the titles here:

Popular (Consumer) Magazine: _____

Trade Magazine: _____

Scholarly Journal: _____

4. Go to the website: <http://www.ulrichsweb.com/ulrichsweb/> from a computer *in the library*. Under *Quick Search* select "Title" from the drop-down menu, and enter the title of your periodical, and click "Submit". If you are having trouble finding your periodical, ask a librarian for help.



Quick Search

Title (Keyw ord) [v] New sw eek [SUBMIT]

From the list of periodicals, click on the title of *your* periodical to find more information. Look on the **Document Type** line to see if you chose the correct category for each periodical. If you were correct, write "correct" next to the title you chose for step 3. If you were not correct in identifying the category for your periodical, find a different one and try again. Do this for all three of your periodicals.

Ask for help at the Reference Desk at any time!

Worksheet for Step 2

1. What are some physical characteristics of the three periodicals? How do they differ in appearance? What do you see when you look at each one?

2. Who wrote the articles in each periodical? Is the author listed? If so, what are the authors' qualifications?

3. Who is the intended audience of each periodical? Are the authors writing for a general or a specific audience? A scholarly or popular audience?

4. What is the subject matter of each periodical? What types of articles are there?

5. Do the articles contain original research or analysis, or are the authors merely restating research or arguments that others have made before?
