Peer Reviewed Journals vs. Popular Magazines

- **Intent:**
  - Scholarly publications mean to inform and educate their intended audience
  - Popular magazines aim to entertain and inform their readers

- **Audience:**
  - Scholarly publications have an intended audience of college students, professors and professionals in the particular field being covered
  - Popular magazines target everyone and therefore must use language that most readers can understand

- **Depth:**
  - 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
  - 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**
  - Scholarly publications will refer to supporting documentation making use of foot and end notes
  - Popular magazines will seldom refer to supporting documentation