

## Comparison Chart: Scholarly (Academic) vs Popular Articles

|                            | <b>Journal – Scholarly (Academic)</b>  | <b>Magazine –Popular</b>   |
|----------------------------|--|--|
| <b>Contents</b>            | Detailed report of original research   | Commentary about the original research (experiment or event) by someone who was not involved in the research or present at the event. May include personal narrative, opinion, or anecdotes. |
| <b>Author</b>              | Author’s credentials are given: professional degree (Ph.D, MD) and institutional affiliation. Author is usually a scholar with subject expertise.  | Author may or may not be named in article; often is a journalist or professional writer. May or may not have subject expertise.  |
| <b>Audience</b>            | Scholars, researchers and students   | General public   |
| <b>Language</b>            | Specialized terminology or jargon of the field   | Uses everyday language understandable to most readers  |
| <b>Layout of article</b>   | Highly structured organization: Includes objectives of the experiment; methodology; results and analysis of the results; conclusion and bibliography.  | Informal organization: colorful, attractive typography and formatting, usually includes illustrations or photographs. Layout is meant to attract interest of general audience.               |
| <b>References</b>          | An extensive list of references is always present. All facts can be verified.  | Often not included. If present, references to resources may be few in number.  |
| <b>Examples</b>            | Developmental Psychology, Journal of the American Medical Association, American Journal of Political Science, etc.   | Scientific American, Psychology Today, U.S. News and World Report, Business Week, etc.   |
| <b>Professional review</b> | Manuscript must go through a peer-review evaluation by an editorial board of experts in the field. In order to be published, its quality of research and contributions to knowledge must be judged valuable. | Manuscript is reviewed by the magazine’s editor(s) who may not have any special knowledge of the subject matter.   |