



Journal Evaluation Criteria

Criteria	Scholarly Journals	Popular Magazines
Advertisements	It there are ads, they are for other scholarly materials, conferences or discipline-related products.	Colorful ads for general commercial products.
Audience	Scholars, researchers and practitioners.	General public.
Authors	Experts in the field. Authors named and institutional affiliations given.	Magazine staff members, journalists, freelance writers with an interest in the topic. Authors may be anonymous.
Bibliography	Includes a bibliography, references, footnotes, notes or works cited.	Generally does not include a bibliography, references, footnotes, notes or works cited.
Content	Research projects with method and statistical analysis, literary criticism or theory.	News, personalities, feature articles and topics of general interest.
Coverage	In-depth and very narrowly focused on the field of research	Superficial and broadly focused.
Editors	Editorial board of outside scholars for referee or peer review process.	Editors work for the publisher.
Illustrations	Primarily text with few pictures. Includes tables, graphs and diagrams.	Photographs and pictures, frequently in color.
Language	Uses terminology, jargon and language of the discipline covered. Assumes reader has similar scholarly background.	Easy to read, simple language used. Assumes reader has little background.
Length	Long and contains an abstract.	Usually short and does not contain an abstract.
Overall Look	Plain cover & paper.	Eye-catching cover.
Publishers	Often scholarly or professional organization, university press or publisher specializing in scholarly materials.	Commercial or for-profit publishers.