

**Types of Periodicals**

This table may help you decide whether an individual periodical is popular, scholarly, or trade-related. When looking at articles online (for example, full-text articles in ProQuest Direct or Academic Search Elite from EBSCOhost), your two main clues are the language style and the list of sources cited at the end of the article. Ask library faculty if you have questions about the differences or need more information.

	<b>Newspapers</b>	<b>Popular Magazines</b>	<b>Professional, Trade &amp; Industry Journals</b>	<b>Scholarly &amp; Research Journals</b>
<b>Purpose</b>	Commercial: provide general information and entertainment to widest possible audience.	Commercial: provide general information and entertainment to widest possible audience.	Informational/educational: inform and report to other practitioners in discipline.	Educational: inform and report original research to other scholars in discipline.
<b>Subjects</b>	General interest subjects, hot topics, current news and events.	General interest subjects, hot topics, current news and events.	Very specific, highly specialized topics.	Very specific, highly specialized topics.
<b>Format</b>	Printed on non-glossy newsprint. Easy to comprehend articles that are usually shorter than 3 pgs.	Printed on glossy paper. Easy to comprehend articles that are usually shorter than 10 pgs.	Printed on either non-glossy or glossy paper. Articles are longish.	Usually printed on non-glossy paper. Articles often long and complex, typically with sections like "methods" and "conclusion."
<b>Graphics</b>	Photographs, illustrations and drawings used to catch readers' eyes and enhance stories.	Photographs and illustrations are used to catch readers' eyes and enhance stories.	Mixture of illustrations (graphs, tables, and photographs) relevant to the industry.	Illustrations are used to illustrate or support findings and theories presented in text.
<b>Advertising</b>	Interesting, flashy advertising geared toward the general public.	Colorful, flashy advertising geared toward the general public.	Informative but flashy advertising targeted to practitioners .	Minimal, informative advertising targeted to specialists in the field.
<b>Publishers</b>	Commercial (for-profit) publishers.	Commercial (for-profit) publishers.	Industry/professional associations or commercial publishers.	Professional, educational, or non-profit organizations.
<b>Authors</b>	Journalists (staff or freelance) hired or paid by the publisher.	Staff or freelance writers hired or paid by the publisher.	Experts in the field or journalists with subject expertise.	Scholars and researchers rarely paid for articles.
<b>Language</b>	Appropriate for the general public, using common vocabulary.	Appropriate for the general public, using common vocabulary.	Appropriate for practitioners, using discipline-specific terminology and jargon.	Appropriate for scholars, using complex terminology and jargon of the discipline.
<b>Sources</b>	Sources of information rarely cited.	Sources of information rarely cited.	Sources cited in text, footnotes, endnotes and bibliographies.	Sources cited in text, footnotes, endnotes and bibliographies.

<b>Examples</b>	<i>Tacoma News Tribune, Seattle Post-Intelligencer, New York Times, Columbian</i>	<i>Car and Driver, Glamour, Ladies Home Journal, Newsweek, Psychology Today, Sports Illustrated, Time</i>	<i>Adweek, Legal Assistant Today, Planning, Electronic Engineering Times, Publishers Weekly</i>	<i>Communication Studies, Comparative Political Studies, Journal of Abnormal Psychology, Social Problems</i>
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Abstracts (summaries) from articles about software from different types of periodicals:

<b>Newspapers</b>	<b>Popular Magazines</b>	<b>Professional, Trade &amp; Industry Journals</b>	<b>Scholarly &amp; Research Journals</b>
<p>Knapp, Linda. "Taking along mobile devices can enhance your vacation." <i>Seattle Times</i>. 29 Mar. 2003.</p> <p><b>Abstract:</b> In February, my husband, daughter and I went to Florida to visit my brother and his family. I figured a family vacation would be a good opportunity to try out a few mobile devices, so I took along a laptop, two wireless Internet cards, one digital camera, several DVD movies and some software.</p> <p>"Warning issued about new e-mail virus" <i>Spokesman Review</i>. 21 Mar. 2003.</p> <p><b>Abstract:</b> Spokane police and the Better Business Bureau are warning residents about a new e-mail virus that attacks computer anti-virus software.</p>	<p>Parris, Jennifer. "School zone." <i>Seventeen</i>. Jan 2000. <a href="http://proquest.umi.com">ProQuest Direct</a>. Online. 5 May 2003. &lt;<a href="http://proquest.umi.com">http://proquest.umi.com</a>&gt;.</p> <p><b>Abstract:</b> The Union County Magnet High School in Scotch Plains NJ attracts students from all over the country who want to have careers in engineering and the software industry. The school is famous for its fusion of technology and education.</p> <p>Littman, Jonathan. "The Silicon sting." <i>Reader's Digest</i>. Jan 2002. <a href="http://proquest.umi.com">ProQuest Direct</a>. Online. 5 May 2003. &lt;<a href="http://proquest.umi.com">http://proquest.umi.com</a>&gt;.</p> <p><b>Abstract:</b> High-tech hijackers are the modern-day pirates of the highways, ruling the roads in certain American states. US authorities estimate that billions of dollars worth of high-tech equipment, such as computer chips and disk drives, are hijacked each year, as the business has low risks and obscene profits.</p>	<p>Gakenheimer, David C. "The efficacy of a computerized caries detector in intraoral digital radiography." <i>The Journal of the American Dental Association</i>. Jul 2002: 883-890.</p> <p><b>Abstract:</b> <i>A unique software tool has been developed to assist dentists in the difficult task of diagnosing radiographs for proximal caries. The software, called Logicon Caries Detector, extracts image features and correlates them with a database of known caries problems. The Logicon software was combined with the digital radiography system Trophy RadioVisioGraphy and its effectiveness was measured in a clinical study, the results of which are reported here.</i></p> <p>Butler, David. "Funneling a flood tide of data: New software accelerates bioinformatic analyses." <i>Biopharm International</i>. Jan 2003: 62+.</p> <p><b>Abstract:</b> Pharmaceutical companies are increasingly realizing that the key to a successful product pipeline is eliminating the inevitable unsuccessful products as quickly as possible. Butler discusses</p>	<p>Dvorak, Bob. "Software filter boosts signal-measurement stability, precision." <i>Electronic Design</i>. 3 Feb. 2003.</p> <p><b>Abstract:</b> A memory array is allocated to retain each of the individual results for post-processing. The number of samples may be varied according to individual needs and resources. Following the last sample, the arithmetic mean of the samples is calculated. Each sample (array element) is compared to the mean. The direction is accumulated, as well as the cumulative magnitude of the deviation in one direction (which, by definition of the mean, equals that of the other direction).</p> <p>Guttman, Cheryl. "System incorporates custom software to optimize vision." <i>Ophthalmology Times</i>. 1 Feb. 2003. <a href="http://proquest.umi.com">ProQuest Direct</a>. Online. 5 May 2003. &lt;<a href="http://proquest.umi.com">http://proquest.umi.com</a>&gt;.</p> <p><b>Abstract:</b> He said that post-ablation topography demonstrated that the effective optical zone achieved with the VISX ablation was about 20% smaller than intended but was about 8 mm in the patient treated with the LaserSight system. Dramatic differences</p>

		analytic software that can be used by pharmaceutical companies to sort out its likeliest product candidates.	between the two patients were noted as well in the asphericity values, showing the VISX treatment resulted in an oblate shape of 1.63, compared with 0.63 with the LSX.
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