

## “Academic” vs. “Popular” journals or magazines

	<b>Popular Magazines &amp; Newspapers</b>	<b>Scholarly   Academic   Refereed   Peer Reviewed   “Professional”</b>
<b>Author</b>	Usually a journalist, may or may not be an expert	Author is usually a scholar in the field; the article usually indicates the author’s academic or industrial affiliation
<b>Topic</b>	<p><b>Mostly “popular” topics but may include academic topics written for the layman.</b></p> <p>Jeremy, J. H. "Cultured yeast gives yields a rise." <i>Farmers Weekly</i> 147.16 (2007): 28.</p> <p>The article focuses on the benefits of using cultured yeast <b>feed supplement</b> to <b>dairy</b> farms. It mentions that about 20 percent of the <b>dairy</b> herds in Great Britain are using yeast <b>supplement</b>, but most herds are using live yeast. It states that cultured yeast can enhance <b>feed</b> palatability, improve yield and increase dry matter intakes. It notes that the recommended <b>feed</b> rate is 50 grams a cow based on a 10,000-litre yield.</p>	<p><b>Mostly “academic” topics; often based on research. Written for the professional, not the general reader.</b></p> <p>Spanghero, M., et al. "Effect of increasing doses of a microencapsulated blend of essential oils on performance of lactating primiparous dairy cows." <i>Animal Feed Science &amp; Technology</i> 153.1/2 (2009): 153-157.</p> <p>This study determined impacts of a commercial blend of microencapsulated essential oils (EO), fed at increasing dose levels to high yielding primiparous <b>dairy</b> cows, on milk yield and composition. Eight pregnant Holstein heifers, selected to have their parturition within a period of 30d, were kept in tie stalls equipped for individual feeding, and with free access to water, from the 7th month of gestation. At an average of 40d postpartum, cows were assigned to one of four dietary EO levels in a replicated 4×4 Latin square design.....</p>
<b>References</b>	Usually no references	Usually includes references and notes
<b>Audience</b>	General public	Scholars, academics, professionals
<b>Ads</b>	Many ads, often in color	Few ads, or only those for books or academic items
<b>Editing</b>	Edited by one or more employees of the publication	Outside scholars often review articles (peer reviewed.)
<b>Title</b>		Often the word “journal” is in the title, but not always!
<b>Availability</b>	Often at newsstand	Usually available by subscription
<b>Content</b>	General interest; news; articles often brief	Usually article topics are specialized; often based on research; articles often long

