

“Academic” vs. “Popular” journals or magazines

	Popular Publications	Scholarly Academic Refereed Peer Reviewed
Author	Usually a journalist, may or may not be an expert	Author is usually a scholar in the field; usually indicates affiliation
Topic	<p>Mostly “popular” topics but may include academic topics written for the layman.</p> <p>Topic: Ecotourism</p> <p>Rosato, D. (2009, January). How Green is Your Hotel? <i>Money</i>, 38 (1), 18-18. Retrieved March 23, 2009 from Academic Search Premier database.</p> <p>This article reviews several hotels on a basis of how environmentally friendly they are, including the Amanpulo resort on an island near Manila in the Philippines, the Amangani hotel in Jackson Hole, Wyoming, and the Puri Lumbung Cottages in Bali.</p> <p>http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=35713296&site=ehost-live</p>	<p>Mostly “academic” topics, but may include popular topics, written for the academic or professional.</p> <p>Topic: Ecotourism</p> <p>Kwan, P., Eagles, P., & Gebhardt, A. (2008, November). A Comparison of Ecolodge Patrons' Characteristics and Motivations Base. <i>Journal of Sustainable Tourism</i>, 16(6), 698-718. Retrieved March 23, 2009, from Academic Search Premier database.</p> <p>Ec lodges are an increasingly popular accommodation form. This study determined the demographic and trip characteristics, as well as the travel motivations of ecolodge patrons at three different price levels: budget, mid-price and upscale. Six ecolodges were studied in the Cayo District of Belize. Of 480 questionnaires distributed at the ecolodges, 331 valid surveys were returned (68.9% response rate). The clients of the Belizean ecolodges had some demographic characteristics similar to those of ecotourists found in other studies: middle-aged, highly educated, and employed with high levels of income. This study found consistency amongst the three groups in the most important travel attraction motives, with tropical forests and wilderness/undisturbed nature ranked highest by all groups.</p> <p>http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=35811371&site=ehost-live</p>
References	Usually no references	Usually includes references and notes
Audience	General public	Scholars, academics, professionals
Ads	Many ads, often in color	Few ads, or only those for books or academic items
Editing	Edited by one or more employees of the publication	Outside scholars often review articles (peer reviewed.)
Title		Often the word “journal” is in the title, but not always!
Availability	Often at newsstand	Usually available by subscription
Content	General interest; news; articles often brief	Usually article topics are specialized; often based on research; articles often long