

EVALUATING PERIODICALS

<u>Characteristics</u>	<u>Research/Scholarly Journal</u> (Ex.: <i>Journal of Music Therapy</i>)	<u>Professional/Trade Journal</u> (Ex.: <i>Church Musician Today</i>)	<u>Magazine</u> (Ex.: <i>Rolling Stone</i>)
Publisher	Often a University or Scholarly Association (Ex.: <i>American Music Therapy Association</i>)	Professional or Trade Association (Ex.: <i>LifeWay Christian Resources of the Southern Baptist Convention</i>)	Commercial publisher (with profit motive) (Ex.: <i>Straight Arrow Publishers</i>)
Intended Audience	Other researchers or scholars in the field (Ex.: <i>Members of the association and interested scholars</i>)	Other professionals or practitioners in the field (Ex.: <i>Music and worship leaders, pastors, organists, music planning groups</i>)	Audience often targeted by age, gender, hobby, or other interests (Ex.: <i>Those interested in popular culture/entertainment</i>)
Author Identification & Qualifications	Usually provides affiliated institution, educational background, etc. (Ex.: <i>Affiliated institutions and those who make major contributions to the research</i>)	Usually identifies occupation, employer, affiliated institution, educational background, etc. (Ex.: <i>Affiliated institutions and career background</i>)	Usually signed, no qualifications; often staff or free-lance writers (Ex.: <i>Most signed, no other information given</i>)
Level of Coverage	Primary information source; report of original research; often with literature review (Ex.: <i>Original research</i>)	Secondary source of information; application of research or successful method of operation (Ex.: <i>Interviews, "We did", book and CD reviews</i>)	Informational, "popular" level of writing; may report on research and give overview coverage; read for entertainment (Ex.: <i>Interviews, reviews</i>)
Bibliographic Citations	Usually extensive bibliography with literature review of pertinent research (Ex.: <i>2-3 page bibliography</i>)	May cite research articles or books (Ex.: <i>Short bibliography in feature article, others not</i>)	May acknowledge source of information in article; usually no bibliography citations (Ex.: <i>No bibliographic sources; an excerpt from a book</i>)
Format	Text with charts or graphs; "cheap" paper; not attention getting (Ex.: <i>Charts/graphs, non-glossy paper</i>)	Variety of information; professional news, jobs; glossy appearance; color illustrations (Ex.: <i>Colorful, attention getting; news of association members</i>)	Attention getting; glossy; filled with color, photos; variety of presentation and type
Advertising	Virtually no advertising (only ads for textbooks, professional conferences, etc.)	Ads directed to professionals or practitioners; equipment, supplies, jobs	Filled with variety of ads, from toothpaste to cars; may also be directed to targeted audience
Indexing	Often self indexed at end of volume; indexed in both specific subject and broad discipline indexes (Ex.: <i>Music Therapy Index, PsycINFO</i>)	May be self indexed, both specific subject and broad disciplined indexes; occasionally in comprehensive general indexes (Ex.: <i>Christian Periodicals Index</i>)	Indexed in magazine indexes and maybe in comprehensive general indexes (Ex.: <i>Academic Search Premier (EBSCO)</i>)