### Types of Serials (Periodicals / Journals / Magazines)

Print or electronic, this guide will help you identify what you’ve got.

<table>
<thead>
<tr>
<th>Scholarly / Academic</th>
<th>Trade / Professional</th>
<th>Popular / General Interest</th>
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</thead>
<tbody>
<tr>
<td>1. Written by experts and researchers in the academic or professional community</td>
<td>1. Written by practitioners, or journalists/writers with subject expertise</td>
<td>1. Written by journalists or writers who may have some subject expertise</td>
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<tr>
<td>2. Aimed at experts and researchers in the academic or professional community, including students</td>
<td>2. Aimed at people in a particular trade or profession</td>
<td>2. Aimed at a general, non-academic audience</td>
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<tr>
<td>3. Content: research and current thinking on a subject area</td>
<td>3. Content: discussion of current events and matters specific to that industry or profession</td>
<td>3. Content: discussion of the ideas or current issues of society or a sector of society</td>
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<td>4. In depth-articles, which cover case studies or report research. May include book reviews</td>
<td>4. Shorter articles, cover a wide range of topics. May include book reviews</td>
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<tr>
<td>5. Contain no advertising or non-essential images</td>
<td>5. Contain photos, advertisements and graphics</td>
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<td>6. References: formal, often lengthy</td>
<td>6. References: informal, often short, in some cases references may not be provided</td>
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**Examples**

**Scholarly / Academic**
- Curriculum Matters
- Waikato Journal of Education
- SET: Research Information for Teachers

**Trade / Professional**
- English in Aotearoa
- Mathematics Teacher
- Physical Education Matters
- Playcentre Journal
- Reading Forum

**Popular / General Interest**
- North & South
- Consumer
- Mana Magazine
- Listener

- **Peer reviewed or refereed** describes the process used by publishers and editors of academic journals, whereby experts critique the articles to ensure the information is of a high quality. **Not all scholarly / academic journals are peer reviewed.**
- **Library Search** and some individual databases enable a search to be **limited to peer reviewed or scholarly / academic journals.**
- Unsure if a journal is peer reviewed? Ask Google or check out the database “Serials Directory”