Peer Reviewed, Scholarly, Trade or Popular
How to know the difference
5 Quick Tips

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The Scholarly Communication Process

The Purpose of Scholarly Communication

- To announce and share research, its success and failures
- To receive the affirmation and invite the scrutiny of other researchers in the discipline
- To provide research data and analysis for scholars and other researchers that will help expand the knowledge in the discipline

Stages in the scholarly communication process: Researchers as Authors

1. Initial Concept- Private to the investigating team of scholars and researchers.
2. Research and testing- Private occurs within the research teams, in person or via data sharing sites.
3. Conference Presentation- Research shared with other researchers within the field for comments and scrutiny.
4. Peer Reviewed Publication- Research shared with peers ie. other researchers, scholars in field and related fields, for comments and scrutiny.
5. Cited by other Peer Reviewed Publications- Research impacts further research through citations and application to new research.
• Registration- Readers can assess who the authors, researchers or scholars are. Where the information originates

• Dissemination- Separates the journals according to research community. Readers can then determine relevance to their research area.

• Peer Review- Allows readers to select the journal based on a 'perceived' quality.

• Archival Record- Allows readers to have access to the research for a long period of time and also produces a repository of scholarly knowledge that is available for future use and application.

### Examine The Author

Identify the author's affiliations and credentials.

1. Are the authors and contributors qualified?
2. Are they a part of a 'community' of like minded professionals.

<table>
<thead>
<tr>
<th>SCHOLARLY / PEER-REVIEWED</th>
<th>TRADE / PROFESSIONAL</th>
<th>POPULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researchers</td>
<td>Journalists.</td>
<td>Editors</td>
</tr>
<tr>
<td>Scholars</td>
<td>Scholars</td>
<td>Journalists</td>
</tr>
<tr>
<td>Students</td>
<td>Members of the Profession</td>
<td>Members of the industry</td>
</tr>
<tr>
<td>Affiliated with research and academic institutions, and research intensive corporations.</td>
<td>Members of the Industry</td>
<td>Members of the Public</td>
</tr>
<tr>
<td>All of the contributors/authors are scholars and experts in their field, or students studying and researching.</td>
<td>Some of the contributors/authors are members of professional organizations and are scholars and experts in the field.</td>
<td>Most of the contributors/authors are not experts or formally qualified in the subject area.</td>
</tr>
<tr>
<td>Author's qualifications and affiliations always clearly identified.</td>
<td>Author's relevant biographical information usually identified.</td>
<td>Authors affiliations and qualifications not usually identified.</td>
</tr>
</tbody>
</table>

### Find The Purpose

Examine the publication to identify it's main purpose.

1. What kind of articles does it publish?
2. What is the focus of the whole publication?
2. Are most of the articles, long technical and detailed, or short and general?

<table>
<thead>
<tr>
<th>SCHOLARLY/PEER-REVIEWED</th>
<th>TRADE/PROFESSIONAL</th>
<th>POPULAR</th>
</tr>
</thead>
</table>
| • To share research results.  
  • To invite the scrutiny and affirmation of other researchers in the discipline 
  • To support and encourage further research. | • To share opinions and news relevant to the industry or profession.  
  • To share innovative concepts.  
  • To report or comment on research applicable to the profession. | • To entertain  
  • To inform about current issues and trends  
  • To share opinions and news |
| Very specific and narrow subject emphasis. | Broader focus to cover related subjects and interest of the profession or industry. | General subjects. |
Quality Control

Find out how the journal submissions are managed, selected and accepted for publication.

1. Who is invited to submit to the journal?
2. How are manuscripts selected?
3. Who makes that decision?
4. How is the information verified?

<table>
<thead>
<tr>
<th>SCHOLARLY/PEER-REVIEWED/REFEREED</th>
<th>SCHOLARLY</th>
<th>TRADE/PROFESSIONAL</th>
<th>POPULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submissions are reviewed by two or more scholars/researchers, who are 'peers' (in the same discipline or academic community as the author).</td>
<td>Submissions are not reviewed by peers, but are reviewed by the editor who is a scholar/researcher in the same discipline as the author.</td>
<td>Manuscripts reviewed by and editor who is a member of the profession. May or may not be an expert in the subject area.</td>
<td>Manuscripts reviewed by editor, staff writer, or professional who may or may not have any expertise in the specific subject area.</td>
</tr>
<tr>
<td>Submitted by scholars, researchers, and students affiliated with research and academic institutions.</td>
<td>Submitted by members of the profession or industry students, scholars and academics.</td>
<td>Submitted by people with similar interests. Writers, journalists.</td>
<td></td>
</tr>
<tr>
<td>Can take up from 3-12 months for publication. Longest publication time.</td>
<td>Can take from 3-6 months for publication.</td>
<td>Can take from 3-6 months for publication.</td>
<td>Shortest publication time. 1-2 months.</td>
</tr>
</tbody>
</table>

The Peer Review

In a Peer-Reviewed or Refereed Journal, the manuscripts are sent out to two or more of the authors "peers" to be reviewed. (Peers are scholars in the same discipline or academic community as the author) This is how the scholarly community maintains the quality and accuracy of the information.

The reviewers are asked to critique the manuscript in the following way
• Originality
• Methodological soundness
• Significance and strength of its conclusion
• The degree to which the evidence presented supports the conclusions given
• Proper attribution of original sources


MOST if not all Scholarly publications are peer-reviewed, but some are not. This information is usually located in the journal's submission guidelines.

**The Process.**

1. Submissions are received by the Editor of the journal.

2. Editor, (sometimes with other editors or editorial board members), initially reads the submissions to decide whether or not the manuscript is suitable for the publication and should be selected for the review process.

3. The editor then sends the manuscript to select reviewers from the pool of subject reviewers. Or sends the title and abstract of the manuscript to the pool of reviewers, requesting them to bid on the manuscript they would like to review.

4. Manuscripts are either 'accepted', 'accepted with minor revisions', 'recommended for revision and re-submission' or 'rejected' by the reviewers

5. The Editor makes the final decision based on reviewers recommendations and then contacts the author.
Peer Reviews are **anonymous** and **independent**.

- **Anonymous**: the author's names and credentials are not known to the reviewers, and the reviewer’s names and credentials are not known to the author.
- **Independent**: The reviewers work independently and have no knowledge of the other reviewers.

There are various levels of reviewing:

<table>
<thead>
<tr>
<th>Types of Reviews</th>
<th>Author</th>
<th>Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Blind</td>
<td><strong>Anonymous</strong> - all author identification is removed before the manuscripts are sent to the reviewers.</td>
<td><strong>Anonymous</strong> - authors do not receive any information about the reviewers.</td>
</tr>
<tr>
<td>Single Blind</td>
<td><strong>Open</strong> - Author's name and credentials are revealed to the reviewers.</td>
<td><strong>Anonymous</strong> - authors do not receive any information about the reviewers.</td>
</tr>
<tr>
<td>Single-Blind Variation</td>
<td><strong>Open</strong> - Author's name and credentials are revealed to the reviewers.</td>
<td><strong>Anonymous or Open</strong> - reviewers are free to volunteer their names if they would like to.</td>
</tr>
<tr>
<td>Open Review</td>
<td><strong>Open</strong> - Author's name and credentials are revealed to the reviewers.</td>
<td><strong>Open</strong> - Reviewer’s name and credentials are revealed to the authors.</td>
</tr>
<tr>
<td>Post Publication Review</td>
<td><strong>Open</strong> - Authors credentials are revealed after publication.</td>
<td><strong>Open</strong> - Reviewers and readers are invited to make comments after publication</td>
</tr>
</tbody>
</table>
Publishers & Consumers

Take a look at who publishes and disseminates the journal.

1. Who are the publishers?
2. Who are the main target readers?

<table>
<thead>
<tr>
<th>SCHOLARLY/PEER-REVIEWED</th>
<th>TRADE/PROFESSIONAL</th>
<th>POPULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Publishers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Academic Presses</td>
<td>- Professional Organizations</td>
<td>Commercial Publishers</td>
</tr>
<tr>
<td>- Academic Institutions</td>
<td>- Commercial Publishers</td>
<td></td>
</tr>
<tr>
<td>- Professional Organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Research Corporations and Institutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Consumers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Scholars</td>
<td>- Members of the Industry or Profession</td>
<td>General Public</td>
</tr>
<tr>
<td>- Researchers</td>
<td>- Students</td>
<td></td>
</tr>
<tr>
<td>- Students</td>
<td>- Interested Public</td>
<td></td>
</tr>
</tbody>
</table>

Document Format And Content

Take a close look at the main articles in the journal, their format and content.

1. Are the articles of different lengths, depth and format?
2. Are the articles easy to read and understand or do they have special terminology and language?
3. Does the journal have lots of advertising, a glossy cover and images throughout the publication?
<table>
<thead>
<tr>
<th>Format</th>
<th>SCHOLARLY PEER-REVIEWED</th>
<th>TRADE PROFESSIONAL</th>
<th>POPULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>All articles are clearly divided into sections eg. Abstract, Literature Review, Introduction, Methods, Results, Discussion, Summary, Conclusion,</td>
<td>Some articles may be divided into topic sub divisions.</td>
<td>Articles written as one long narrative with a few topic heading.</td>
<td></td>
</tr>
<tr>
<td>Bibliography</td>
<td>Provides an extensive bibliography providing details of all references and sources used in the paper.</td>
<td>Contains bibliography, not as extensive as scholarly article bibliographies.</td>
<td>Occasionally cites sources. Provides no bibliography.</td>
</tr>
<tr>
<td>Language</td>
<td>Uses very specialized language and terminology unique to the research area.</td>
<td>Uses technical language/jargon unique to the profession or industry.</td>
<td>Uses Simple language, written for the general public.</td>
</tr>
<tr>
<td>Article Length</td>
<td>Articles are long usually 5 pages or more and present original data, discuss original research methods and conclusions.</td>
<td>Articles vary in length and depth and type. Research summaries, industry trends, comments and views.</td>
<td>Articles are short 1-2 pages. Written to inform, entertain or persuade.</td>
</tr>
<tr>
<td>Advertisements &amp; Illustrations</td>
<td>Conservative covers, no business advertising. Contains diagrams and charts that relate to the research. Few images if any.</td>
<td>Glossy covers with profession and industry advertising. Contains diagrams charts and images.</td>
<td>Glossy covers and lots of advertising to persuade the public to purchase. Contains lots of images and photos.</td>
</tr>
<tr>
<td>Meta Data</td>
<td>Author’s qualifications and affiliation always clearly identified. Also includes date the manuscript was received, accepted, and published.</td>
<td>Author's name and short biographical details usually identified in longer contributions. Articles have no date other than the date the publication was published.</td>
<td>Author's name and qualification may be identified in longer contributions. Articles have no date other than the date the publication was published.</td>
</tr>
</tbody>
</table>


**Online Guides**

1. Yale College Writing Center- Scholarly Vs. Popular Sources
   http://writing.yalecollege.yale.edu/scholarly-vs-popular-sources

2. Popular Vs Scholarly Tutorial- Vanderbilt University. Peabody Library
   http://www.library.vanderbilt.edu/peabody/tutorials/scholarlyfree/

   http://www.lib.ncsu.edu/tutorials/scholarly-articles/
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Updated 2/11/2013