

**Getting Started on Scientific Research  
A Guide to Magazines, Trade Journals, and Scholarly Journals**

	<b>Journals</b>	<b>Magazines</b>
<b>General Characteristics And Purpose</b>	<ul style="list-style-type: none"> <li>• Articles written by an expert in the field (researcher or professor) for experts</li> <li>• Articles report on a narrow, or specialized research topic</li> <li>• Report on original research or experimentation</li> <li>• <b>Trade Journals</b> cover topics and focus on a specific industry, organization or business</li> </ul>	<ul style="list-style-type: none"> <li>• Articles are written by journalists or employees of an industry or trade organization</li> <li>• Cover current events, general interest topics to a wide readership</li> <li>• Often represent the point of view or a particular group</li> </ul>
<b>Format</b>	<p><b>The "AIMRAD" format:</b></p> <ul style="list-style-type: none"> <li>• <b>A</b>bstract</li> <li>• <b>I</b>ntroduction &amp; literature review</li> <li>• <b>M</b>aterials and <b>M</b>ethods</li> <li>• <b>R</b>esults and <b>D</b>iscussion</li> <li>• Illustrations are generally charts and graphs</li> </ul>	<p><b>Newspaper and Reporting format:</b></p> <ul style="list-style-type: none"> <li>• <b>Who, What, Where, When, Why</b></li> <li>• Eye-catching format to attract a particular market</li> <li>• Advertising is a prominent aspect of publication</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Scholars, Researchers, Students</li> <li>• Trade: Employees of an industry or trade, "learned communities"</li> </ul>	<ul style="list-style-type: none"> <li>• General Public</li> <li>• Broad interest groups: Men, Women, Working Parents, etc.</li> </ul>
<b>Documentation</b>	<ul style="list-style-type: none"> <li>• Sources are cited in a bibliography, source or reference list, endnotes or footnotes</li> </ul>	<ul style="list-style-type: none"> <li>• Sources or information are sometimes cited for news articles, but not in detail.</li> </ul>