

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

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