

WSU Libraries: Journals

OLIVIA: Hi everyone. Thanks for tuning in. I'm Olivia, the Global Connections [INAUDIBLE] moderator. And tonight we're welcoming back Lorena O'English with WSU Library, where she's doing Part 2 of her three-part webinar series. Each night we're focusing on learning about the different journals and then how you use them.

Utilize the chat box if you guys have any questions for Lorena then I can track her down if she misses them. And stay tuned at the end for the survey. And without further ado, I'll just go ahead and turn it over to Lorena.

LORENA O'ENGLISH: All right. There, I've turned on the talk and the video. So today we're going to be talking about types of journals and their uses. And this is, of course, "The Scholar Strikes Back" right over here. If you have questions about this, you're welcome to contact me. I'm oenglish@wsu.edu via email and on social media I'm usually wsulorena and I'm happy to respond to any inquiries that way.

So we'll start with an introduction. You can see right over here I have, you can see, lots of icons of me. And of course, the real me is right here in the corner. This is my dog Heidi who I love very much. And today, since we're talking about journals, you can see, this is my office.

I love journals. I really do. I love publications. You're going to see, it's going to be really clear that I really love journals of opinion and commentary. But this is actually my office and it's my collection of journals because I like to pull them out and use them in my [INAUDIBLE] classes.

I thought as an ice breaker that perhaps I would ask you what's your favorite magazine. And that can be anything-- a scholarly journal, a popular magazine, an opinion journal, something fun, et cetera. So I thought about it and of course my publications change over time. This is really true. There was a point in my life where my favorite publication was *People Weekly*.

But right now I think it's probably a combination of *Prevention* magazine. I have some health issues and I love *Prevention* magazine and Entertainment Weekly which really keeps me up with what's going on in popular culture. So do other people want to share their favorite magazines? Share yours right now.

They may change next week when you discover something new. *Mental Floss*. Oh yeah. That's a fun one actually. When I'm sick or when I'm traveling, I always go ahead and buy

those expensive big publications. I love them so much. Anyone else? Well, I'm a big believer in magazines of any sort, so I love them as well. That's what we're going to be talking about today.

So I'm going to jump in and talk a little bit about peer review. Because a lot of times the way people really start interacting with publications when they start college is they have their first big paper assignment and the professor says I want all of your sources to be peer reviewed sources. And people don't always understand what that means.

I have a link to a really good video "Peer Review in Three Minutes." And I have a link here and it's also going to be on a reference list at the very end. I really encourage people to watch that because they do a very good job in three minutes of actually talking about what peer review means.

But basically, when we're talking about peer review, the idea is that I write an article. Let's say I talk about graphic novels in libraries, and I write it all up, and I send it to the journal, and the journal editor looks at it, and she says, this has nothing to do with my journal. Then she just sends it back and you're rejected. That's called a desk rejection.

But if she says, mmm, maybe, she'll usually look at it, and she'll say who in my stable of reviewers actually has expertise in these areas? And then usually two people will get it and it's usually a blind review. They don't know who I am. I don't know who they are. They review it looking for things like is it creating something new? Is it adding to the conversation?

Are the methods legitimate? Are they citing all the people that they should cite? Is it interesting? Is it significant? So they're basically making my manuscript have to be critiqued. It's has to withstand critique.

Then they finish with all this, the editor sends it back to me. They will usually say, this is terrible, here's all the issues, I don't think this really fits. Go back and try again. Or they may say, it looks pretty good, but there are some flaws.

We want you to revise them and re-submit. Very rarely do you actually get away without a revise and re-submit. So I revise and re-submit and once the peer reviewers accept my revisions then if the editor agrees, my article will get published.

And the important thing about that is that that whole process can take three months, it can take two years, that whole process, which is why sometimes you read something in a journal

and it feels old. Because it wasn't old when the article was initially written. So one of the things that I want to talk about is the distinction between the way we talk about peer review journals and the fact that in actuality, it's not really a peer reviewed journal, it's really a peer reviewed article. Because we're going to see that journals actually have a wide range of information.

They may have an editorial comment. They may have a full-out editorial that is opinion or contrary bases. They may have book reviews. They may have conversations. They may have all sorts of things that are not actually peer reviewed or that went through that peer reviewed process like feature articles get peer reviewed.

Here's an example. This is an article on ankle instability and this in the peer reviewed journal *Foot and Ankle Specialist*. This roundtable discussion is not actually peer reviewed. This is a question and a conversation between two physicians talking about what they would do in that particular incident. Even though this is a peer reviewed journal, this particular part of it is not peer reviewed. And sometimes it's not always easy to tell what is peer reviewed and what isn't. So that can be a little bit of a problem. Usually if something is a full-on article, if it has references, usually that's going to be something peer viewed. If it's someone talking about their experiences as an election observer in [INAUDIBLE], that probably hasn't gone through a peer review process.

How do you tell whether a journal is peer reviewed because that can be a problem too. At least point we're not talking about individual articles, we're talking about the journal itself. So in the old way, when we were more in the print realm, usually what we have is in the front of it there's gong to be something called front matter. That's usually any information about the journal and that's going to tell you whether the journal is peer reviewed or not. And it'll usually just be out there or it will be in the instructions to authors.

If you're in a database, we can look at this example over here. Let me go get my little star here. And you can see in this database I can actually limit by peer reviewed, and if I look in the details path, I might actually see that something is peer reviewed there as well. So the database will tell me. However, that's not always reliable. If the database said something's peer reviewed, it's probably correct, but you can't always guarantee it.

Something that you can guarantee is Ulrichsweb Global Serials Directory, which is a database provided through the WSU library. And you can see this is my journal, *Foot and Ankle Specialist*. You can see I [INAUDIBLE] where the publisher is, I can see it's active. It started in

2008. And it's telling you very specifically that it is refereed which is a synonym for peer reviewed. And that it is an academic scholarly publication.

And as I look down a little bit more, I can get other information about it. What types of things it publishes, a little description of it, where it's indexed if I want to find articles that are published in it. And I can also go to the journal website. If you look over here you can see this is the web page for *Foot and Ankle Specialist* and it tells us straightforward that it is a peer reviewed publication.

So I can really get a sense of it. So if you have any questions, always check one of these four sources. And I'll tell you how to get to Ulrichsweb a little bit later. Any questions about this?

We're going to move on and I always like to have a categorization. I'm a librarian after all. I like to divide things. So these are the categories we're going to be talking about today. Academic scholarly journals, there's supposed to be an asterisk, a little hyphen between academic and scholarly. Trade and professional, opinion commentary, popular/consumer, tabloids, and other, and a combination.

And some of the things that we'll look at as we go through these categories is language use, intended audience, purpose of audience, author credentials, and I'll also probably add publisher as well. In the previous example, we saw that the journal is published by Sage, and Sage is a very notable academic publisher even though unlike something like Oxford or Cambridge, it's not affiliated with a university, and unlike other publications it's not directly published by a professional association.

Anything published by Sage, usually excellent quality. You start thinking about these sorts of things. Who's the publisher of it? Is this someone that I can rely on?

By the way, you can see my asterisk. Technically, virtually every journal is a combination because they usually do have lots of scholarly articles that they may have, a part of it that's intended specifically towards the professional audience, part of it that might be commentary, et cetera. So probably not so much the tabloid, [INAUDIBLE].

Let's go ahead and look. At this point, I have to give you all an apology. I actually did not use my normal camera for taking these pictures. And I did it at night. And in the process-- while they were OK on my screen, the process that they transferred over into Blackboard Collaborative-- they're pretty blurry and I'm really sorry about that.

And I'll describe it as we go on, but I just want to mention that. If you find yourself peering up against it. In fact you may find me peering up against it as we look through these. I just want to apologize for the bad quality of the images.

So let's go ahead before we talk about this though talk about this notion of the issue of modern research and disintermediation. And a lot of the things about print journals is journals actually have characteristics. They have sorts of themes. They might be themes based upon the editorial theme or they might be themes based upon the journal's character over the years.

For example, material that we're seeing in the image here is *Perspectives on Politics*, which is a journal published by the American Journal for Political Science. This is actually a relatively new publication. The flagship journal of the American Political Science Association is American Political Science Review, APSR. But APSR has a very quantitative tilt to it.

A lot of the things that it published were articles that were more quantitative, more mathematical modeling in nature. And so there was a lot of people who did more qualitative research, meaning more ethnographic research or survey research or publicly facing research felt that they didn't really have a fair shot at being published in the flagship journal. So the American Political Science Association created this new journal, *Perspectives on Politics*, to be a place for the significant research that was perhaps less quantitative oriented.

Now you know that sort of thing. You know after a while to start reading the journal in print, you read the editorial comments, maybe you read the description of it online, you start to see that journals have characteristics. And you can really get a sense of that as you look through and see you have an editor's introduction which sets the stage for the whole thing, we have articles, here we have reflections which might be colloquial or more discipline specific conversations. And then at the end, they'll probably have book reviews.

So what happens when you go from this journal where it's all contextualized to a database where things are coming from different journals, they're coming from journals that are not aligned in time, and I lose that. I lose the sense of the editor's introduction. I lose the sense of that these articles are there, that there's context, et cetera.

And where that can really come and bite you is that sometimes journals have themed issues where every single or virtually every single article is about a particular topic. And you may go find your particular article and not realize that if you'd actually just linked out to the table of

contents, you might have found a lot of things that were actually very relevant.

So one of the hints that I would give you is when you go into the access options and when you get to the full text, if you go to full text that is from a publisher from Science Direct or Sage or something else like that, if you can, look for the table of contents link and go look at the table of contents for that particular issue, the most recent particular issue, et cetera. Because over time, that will help you understanding the personalities of journals and also getting a larger sense of the conversations that are happening in your discipline beyond particular disintermediated article that you're looking at right there. Any questions?

Let's talk about our first category, which is an academic or scholarly journal. So a scholarly journal is basically scholarly research and discovery. What does that mean? That means that perhaps I have written up a new math theory. There have been articles in math journals that were two pages long that threw the discipline of math into something totally new. So length of article doesn't necessarily have anything to do with significance of articles. It's oftentimes a disciplinary thing.

But a scholarly article is going to be telling you something new. So usually it follows-- in the social sciences and the sciences-- they tend to follow an introduction, this is what I'm going to do and its significance. Then a literature review, other people have talked about this issue, but not my way. This is the ground upon which I stand.

Then my method. This is what I'm going to do. This is my unique thing that I'm adding. The result, this is what happened, the discussion. Let's talk about what it means. So I'm telling you I did something new. I did survey research, I discovered something, I came up with a theory.

I analyzed a poem in a particular way, I looked at a bunch of other articles that had been previously written, and I did a meta-analysis or something else like that and discovered new things out of old things. So those are all things that are scholarly research. I'm doing something new, I'm doing something that's significant. So really discovery is the key thing.

Significant too is that there are going to be citations to reference work. And also, let's talk about language. The language is going to be formal and scholarly. The audience is scholars and students and maybe people out in the profession, in government, or in the medical field who are getting information from this as well.

The purpose of the article usually is to say, hey look, I discovered something new. I did this in

a different way. I did something new. Author credentials. I have these credentials in this area. This is why I'm significant. And then maybe we talk about publisher as well.

So here we have *Perspectives on Politics*. And you'll notice this cover is kind of surprising actually for a scholarly journal. I think it's because *Perspectives on Politics* is more publicly facing than a lot of scholarly journals. But if you look inside, if you look at the advertisements, advertising in scholarly journals are usually going to be for conferences, they're usually going to be for books, they're going to be for database, they're going to be for scholarly things.

And if we look at the contents again-- we've seen this before-- the editor's introduction, our articles, et cetera. This will give me a sense if I look at the titles, I really get the sense that this is scholarly work. So let's go look at an example of this. So this is an article "Weapon of the Strong? Participatory Inequality and the Internet." Let's look at our cues.

First thing I'm doing is I'm getting an abstract. The abstract is giving me a brief overview of why this article is useful. I see here's the people who wrote it. I see their credentials and I see that they are scholars who are employed at a university. Although, I might have an independent scholar who doesn't have an affiliation or I might find a scholarly journal article that's actually been written by someone who works at a research institute or a think tank or a government agency. So it can be a little bit not always precisely academic in nature.

Over here, I'm going to see that this is where I'm start seeing my methods. They're looking at the survey data and they're looking at it in a particular way. Conclusions, you can see this is not the whole article. They're telling you what it all means. And here are my notes.

And the thing about my notes is that not only are they references to the articles and books and websites, et cetera, that I might have used, but if you look at this carefully you're going to see that it's actually a conversation about this topic within the larger discipline of political science and allied sorts of things. I see if I look at it closely, I see little comments.

For example, the academic literature. It's really interesting to read the notes. They're not just giving you citations which are valuable, but they're also giving you contextual information that helps me understand. A lot of times actually if you're not dealing with an article with its footnotes, it can be a really good thing to actually put a little sticky over on the notes page. And actually when you see a note, go look at it, because it might help you understand that particular thing a little bit more if it's not just a citation.

So these are all cues that give me the sense that this is a scholarly article. I'm really getting that it's intended for a scholarly audience. It's using formal language. Notice that it's assuming that I know something about scholarly research and about doing survey research. So there are assumptions there that I'm looking for.

Let's look at our next example. My next example is a trade or professional publication. And I really like these as well. Trade or professional publications are intended for people who work in a particular field. Think about people that you know, your parents, think about your former careers, your former life, et cetera. We all, people work.

You might be a grocer. There is a trade journal called *Progressive Grocer*, and it's a really important trade journal. Because what it tells people is if you work, if you're [INAUDIBLE] Morrisons-- take Morrisons Safeway. So if you're the manager of this Morrisons Safeway, what are the things that you need to know? You need to know how can I display stuff better on the shelves so that people will actually buy it.

What kind of rules are there about changes in the temperature that I need to have for my deli boxes? Let's see, what else? How can I help my employees be more excited? Is there a better way to bag groceries? A lot of things are very practitioner oriented. They're really how can I do my job better? How can I make sure that there are going to be grocers to come after me, that people come through the ranks?

My library publications are going to say how can I be a better librarian? What do I need to know? What's coming down the pipe regulations wise? And one thing that-- this is really important-- one thing that trade and professional journals do is they will sometimes take scholarly research and they will basically repackage it as secondary literature.

And we'll talk a little bit more about this in two weeks when we do primary and secondary literature. They'll repackage it so that, hey look, we read this but we read this so that you don't have to, and this is the stuff that we pulled out of it that's really significant to how we do the work. Let's talk about how we can operationalize the information that we found out from that study. So that can be really valuable.

I've forgot something and I want to go back to this, because I really want to emphasize this. Let's go back to our scholarly journals. I wanted to talk about use cases. Talk basic definitions, look at it. What does a scholarly journal do? Scholarly journals are really important because what they do is they help explain things to us. If I'm writing a paper and I want to explain

phenomena then I might look at something like this.

I'll give an example. Years ago, I worked for a voter information organization. Somebody once called and said, hey, if there's bad weather on election day, does that keep people from voting? And it turns out that there is actually scholarly literature on that, that I can say anecdotally oh my gosh, it's raining, course I'm not going to go vote.

I'm not going to say that. I'm going to say well, if I actually do the research, it turns out that people have done studies over time and found that voter turnout does decline for this and this reason. So it really explains phenomena. It gives me a framework for explaining things. That's really powerful.

I worked with a class today and they're looking at crime. And they need to look at crime in particular communities. And why is it that age makes a difference? Why does age make a difference? I can come up with a few things off the top of my head.

But if I do scholarly research I can find scholarly research that shows me that people at particular age brackets tend to commit certain types of crime more perhaps than people at other age brackets and different points in their time. So this is really helpful for me for explaining phenomena. And that's a good way in which people have used this.

My trade and professional journal, it's looking at things from a vocational perspective. So if I'm writing an article say about let's say voter turnout in primaries. We just had a caucus in Iowa last night. So I might want to look at the perspective of people who work in the elections industry. There probably is a publication for election officers.

There certainly are publications for politicians and people who work with politicians. *Campaigns and Elections* is an excellent trade and professional journal for anyone who's interested in campaigns and elections. They're telling you how do you use technology to get out the vote? How do you get information about breakdowns of potential voters in particular areas? So they're giving that vocational perspective.

And where that's helpful is my scholarly research tells me, helps me explain things from a scholarly perspective, but a vocational perspective can be really powerful because it's real world. People-- the grocers, the teachers, the librarians-- why do they do things in a particular way? So it's going to give me examples that I might use in my paper, maybe a good anecdote to start, evidence that I might-- and situations, and [INAUDIBLE] perspective that's really

important.

So my language is going to be the language of the trade. There's going to be all these, again, assumptions that are made that what I'm talking about, the showroaming in a journal [INAUDIBLE] *Progressive Grocer*, that everybody knows that I'm talking about, putting my stuff out there so people in that will have to look at it.

The intended audience is going to be people who work in that trade or professional or people who want to work in that trade or profession. If you want to become a librarian, read trade journals for librarians. If you want to become a lawyer, read trade journals for lawyers. That sort of thing really will help you understand what's going on in a particular trade or profession.

Purpose of the articles are usually to help other people do their job better. And author credentials, usually people writing it are people who actually in the trade or profession or else they are usually journalists or other people who have experience and knowledge of that particular trade and profession. The example I have here is really cool. This is Jane's Industry Quarterly.

And if you're interested in weapons, Jane's is the trade industry for it. You can see they're actually talking here about exports of planes and global influence. So that's a fun one. Any questions about trade or professional journals? Really very valuable.

And I want to stop for a second because at this point I am talking as Lorena talks so let's put this in brackets, not necessarily a professor's talk. A lot times when you're writing an article, when you're writing a paper, your professor says I want peer reviewed journals, you should always ask, do you only want peer reviewed journals?

Because you're always going to put in however many sources that you need, five or six or seven, or however many sources that makes sense for you. Maybe I put in 12. But I'm probably going to find that I have more interesting paper if in addition to my scholarly peer reviewed resources, I bring in other viewpoints through trade and professional publications, et cetera.

What I have to do is I need to acknowledge what they are. I don't want to treat an opinion journal as if it were a scholarly journal. I don't want to treat a professional journal and a popular journal the same way. So I need to account for them. Any questions?

So let's look at our next example. Opinion journals and journals of commentary. And I think

these are so interesting. Like many people, I have a particular political worldview. So many years ago, I was like, I want to get out of the filter bubble. Boy, I should have put the filter bubble in as a link here. And if you have never heard of the filter bubble, all you really have to do is Google it because there is a TED talk called the filter bubble.

And what the filter bubble is all about is that-- and this is in the context of internet searching, but it's in everything-- let's say that I am a traditional, old school conservative and all of my friends are traditional old school conservatives. And I read traditional old school publications. And my internet blogs that I read are traditional old school conservatism. Then I'm not necessarily going to be aware of other types of conservatism or liberalism or other sorts of things.

So it can be really valuable to actually read outside your filter bubble, to read the arguments of other people. It can help you be a better debater, for those 1 conversations, or in class conversations. And it can make you actually have to critically think more about your accepted beliefs. So I really recommend that.

Our opinion journals and our commentary journals, they provide opinions and perspective. And for an opinion journal, they usually have two primary purposes. They're meant to persuade people. So they're meant to persuade you in a particular way. And they're also meant to bolster your views, to give you more ammunition, to make you believe in things stronger. So you can see that they have perspective.

Now many times you might have been told that you should not use anything that has bias. People have all been told that. The thing is-- this is Lorena talk-- I don't believe in bias. I believe in perspective. Everything has bias. There's no such thing as a neutral point of view.

If I were writing a paper about say let's think about skinhead groups. My paper might be really dull. Maybe I might want to go look at some skinhead websites so that I can actually put something in from the skinhead perspective. I don't necessarily agree with that.

Maybe it's not just a general skinhead, but maybe a skinhead who's kind of a [INAUDIBLE] or something like that. I may not agree with it, but I need to bring in that perspective so that I can respond to it in my paper. And in doing so, I might make it more interesting, and actually more 360 degrees rather than through a filter bubble.

So the commentary journals get arguments out there. They start conversations. And

commentary journals are really important in a democracy, because they start national level conversations. I'll give you an example of that in a minute. Opinion and commentary journals usually have a contemporary. That means they're usually talking about things that are happening right now, although they may have throwback articles that talk about history maybe a new perspective on something that happened 20 or 30 years ago.

So what are they good for? They're really good for giving you examples. They're really good at giving you different perspectives. If I am so set in my particular filter bubble that I can't think of the arguments against it then I really need to look at other perspectives to find out what the arguments are so that I can respond to them. And sometimes they also set up straw men, arguments that I know that I can take down.

The language is usually going to be the language, usually more casual language. It can also be a little bit more formal. The intended audience are people that you'd want to persuade. The purpose of the article is to persuade or to inform people with your commentary. And author credentials, you might be a journalist, you might be a politician, you might be somebody who works for a government agency, or an international agency, you might be an academic. You might be someone who works for big business. A wide range of authors.

So here's our example. *Reason* is a libertarian journal. And let's talk a little bit about types of opinion journals. Opinion journals can be political. On the left, say, you might have *The Nation*. On the right, you might have *National Review*, which is more your traditional conservative publication or maybe something from a neoconservative perspective like *Weekly Standard*. So political.

They can also be economic. *Reason* is a libertarian publication. Or I might look at something from the socialist perspective. And they can also be ideological. If I'm looking at an opinion journal from a feminist point of view, I might look at *Ms.* magazine which is traditional feminism or I might look at a more radical publication like *Bitch*. Or I might look at some blogs like *Bustle* or *Jezebel* or something else.

Which reminds me of something that I meant to say earlier, which is when I think about this category, these are not just for print publication or the kind of articles that we might read in a scholarly database. Virtually everything you read-- a blog, a book, a newspaper article, a presentation on television-- virtually all those things can be divided into these categories. And it's interesting to think about that.

Are they coming from a scholarly perspective? Are they coming from a trade perspective? Are they coming from an opinion perspective or from a different perspective? So here's an example. Another one of my crappy photos. And again, I'm really sorry about that. But if you look at this, you can see that they're looking at, we'll go ahead and look at an article that hopefully you'll all be able to read.

So this article is "Bitcoins and the Cyberpunks: Will Recent Breakthroughs in Secure Science Make Truly Free Markets a Reality?" This is very libertarian article because the whole point of libertarianism is free market, reduced government control of the economy, and so they're talking about bitcoin which is an example of a computer currency, a crypto-currency-- bitcoin, dogecoin-- whole bunch of these things. And they're saying is this actually going to take away from our banking system that is overly regulated to a system that is much more free market oriented and much more positive.

And if you read this article you can see it is written in not a hugely formal style, more casual style. And they're really in favor of this notion of decentralizing the banking system and making it freer of government regulation, more controlled in the free market. So very much a libertarian type article and very definitely from a perspective.

The perspective of this article is that things that are less government regulated and are more free market are beneficial things. You might see an entirely different perspective an argument if you're looking at a socialist publication. You might be saying no, we'd get chaos with bitcoins, lawlessness, people would be left behind. It assumes that everyone has computers. There's a lot of assumptions being made. So you can really see the give and take of a potential argument.

So let's look at our next example. Now we're looking at popular and consumer magazines. And these are the sorts of things that you're likely to subscribe for yourself. You subscribe to *Prevention* and *Vogue* and *Wired* and I subscribe to a lot of things. But they're also the type of thing that you're likely to find at the grocery store on the aisles. So I might be seeing if I'm getting my groceries I might be prompted to go ahead and pick up an issue of *Newsweek* if there's something interesting on the cover.

So they can be niche and we'll see an example of that in a little bit. But generally they're going to things like news and our example here is *The Economist*. And *The Economist* is actually a really good publication. It is a British news journal that is international in scope and very well

respected. So if we're talking about news publications in Canada, we might be looking at *Maclean's*. If we're talking about news magazines here in the United States, we might be talking about *Time* or *Newsweek*.

So we also might have publications that are fashion oriented like *Vogue* or sports oriented like *Sports Illustrated*. If you're into computers and technology you might read *Wired*. There's really a wide variety of things. Again, usually they're going to have contemporary views, but they might also have turnback articles looking at historical events. And what they're good for is they're for evidence and examples, but they're also good for giving you the sense of the zeitgeist, what's important in contemporary conversation.

If something is the cover article in *Time* or *Newsweek*, it's telling you that it's something that's significant, that there is something significant happening. Who's writing these articles? Mostly, these articles are written by journalists. But they may have expertise in this particular area either because they've covered it for so long or because they've gone and got a PhD or master's degree or because they're autodidacts and they've learned a lot on their own.

Occasionally, you'll find articles in popular magazines that are written by people who might be academics or some of these other sorts of things. But most of the time, they're going to be written by journalists who have some interest and expertise in the areas covered. Journalists often have beats. *Newsweek* has journalists [INAUDIBLE] the religion beat, the politics beat, et cetera. So there is this assumption that they have expertise in what they're talking about.

So our language is going to be very popular and more casual sorts of language. That audience is everyone. They want everyone to buy these publications, subscribe to them or buy them if they're smart. Purpose of the article usually is to inform. Author credentials, again, you're probably not going to see author credentials. It's not going to be this person who went to this university, et cetera.

So you might look them up on the internet and see if there's a Wikipedia article about them. Or over time as you read *Newsweek* over time you're like, oh yeah, I remember this person wrote an article about faith and politics three months ago. It was a really good article. Let's see what she has to say now. So that's [INAUDIBLE]

So here's our cover. Your cover article is "Who's Afraid of Cheap Oil?" And if you look at this you can see that this is an international journal. It's focused on Britain but they do a lot of coverage of America, et cetera. And initially the articles are pretty short. You can really get a

sense of that from the page numbers here, but they might do a special report that's longer.

The expectation that you read this every week. You don't need a deep dive. They're usually keeping you up with current events. Yes. Your question? She says is *Nature* academic or popular? *Nature* is very definitely academic. And in fact, *Nature* is one of the most prestigious journals in the sciences. *Nature*, what are some of the prestigious journals? *Science*. These one-word sorts of things. Not always. That's not always the case.

But *Nature* is very definitely very highly considered. Very, very scholarly and very, very, very. If you publish your article in *Nature*, you're drinking champagne. And you'll probably get a raise the next year or something.

Now Carrie noticed that it's nicely laid out and that's a really interesting point. Scholarly journals sometimes can look really ugly. They're just text and columns. And we're starting to see scholarly journals actually putting a little bit more emphasis on trying to make things look more interesting. And if we go back to *Nature*, *Nature* is also an example of a publication that's not just going to give you these discovery oriented peer review articles.

Nature's going to have a lot of little smaller sorts of things, keeping you up to date that are not necessarily peer reviewed. One other thing also that all these publications might have, but especially our opinion and commentary journals is the letters page. And letters pages are really important especially for opinion and commentary journals.

Because what letters pages do is they create community. After a while, you're starting to recognize names. Oh, so and so, he's always a crank about this, et cetera. So that's a really important aspect of this. They spend a lot of time creating community.

The other important aspect that I forgot about with opinion and commentary journals is they're not just commenting on current events, politics, or economics, or whatever. They will pretty much always, they are journals of criticism as well. So they're going to be talking about books. What's going on with movies? They're going to give that cultural criticism as well as more opinion and commentary type criticism and articles.

So let's go ahead and look at specialized popular magazines. I love my dog, so this is a very specialized publication-- *Bark*. A similar thing might be *Dog Fancy* or *Cat Fancy*. But *Bark*. *Dog* and *Cat Fancy* are very traditional pet magazines. *Bark*, if it's still around-- this is an old one-- is a little bit more fresh, technology, up to date, 21st century.

And you can see here we have our big spread. We can take a look at the articles. Here we have a serial of a story, "Rex in the City." The fashionable pets. Notice the advertisements here. Oriented towards people who like dogs. And again, the advertisements are going to give us-- we don't always see this electronically, [INAUDIBLE] remediation aspect.

But if you are lucky enough to see the advertisements, the advertisements often give you a sense of what something is about. So dog magazines are going to advertise dog stuff. Swimming magazines are going to advertise swimming stuff. Popular photography is going to advertise photography stuff. Those are all examples of some niche publications. *Make* magazine is a niche popular publication intended for people who create, who make using 3-D printing, or any other sorts of cool things that are there.

So if you are interested in dogs this would very appealing. And how would we use this in a scholarly way? Let's say I was writing an article about animal rights. I might want to look at this publication. I might want to look at the language that they use as they talk about dogs. Might want to think about how it situates dogs within larger society.

Are dogs in *Bark* magazine, are they the traditional? Would you expect the people who read *Bark* magazine are going to leave their dogs chained outside in the backyard or are they going to look at dogs in a different way, that maybe dogs can be family, et cetera. It would be interesting to look at a niche publication like *Bark* and think, how many people who read *Bark* have children?

How many of them have pets? How many pets do they have? General sense of the information [INAUDIBLE]. By the way, there actually are sources that actually let you look at publications and get a sense of subscribers to them and information about them. Very heavily used in the marketing world.

So let's look at our next example-- tabloids. When I teach this in class, I'm always like would you ever cite a tabloid in class? And they're just like no. And I'm like, let's talk. What if I'm writing a paper on celebrity culture in the 21st century. Or what if I were writing a paper on fat shaming. Let's look at this example right here. This is an old issue of the *Star*. You can see Brad and Jen just split. Very old.

But here's our article, "Mary Kate Olsen: Skin and Bones." Look at the language here. Very different language from the things that we were seeing. If we look at this article, look at what

they're doing. They're calling her out for being bone-thin. Look at the casual language. It's very conversational as if we were having this conversation.

So they're about gossip, they're about celebrity, they're about emotional appeal, telling you feel good stories or stories about someone who is doing an amazing job holding up under adversity. They're usually going to have a contemporary view. How would you use that? If I were writing that paper on celebrity culture or that paper about body image, this might be a really interesting thing. I might do a content analysis of the language used.

I might actually take one of these anecdotes, use it in my introduction as a hook to start off with something like this to get people interested in my paper, and then progress. So my language is going to be more casual. My intended audience is basically America. You can buy it at the stands when you're waiting in line to buy your groceries. Purpose of the article-- to entertain.

And author credentials. Usually these are journalists, celebrity type journalists. And again, think about what kinds of information [INAUDIBLE]. There are a million blogs that are celebrity focused.

So we're going to talk a little bit about some of the other and some of the combination things. This is a review journal. This is *Contemporary Sociology*. And what it is is this is a journal of reviews. What does that mean? Well, if we look at this, we're going to see that we have two different kinds of reviews. We have these symposium reviews.

This first one over here basically they have two people reading the same book, and they comment on it, and then the author responds to them. These are not classic book reviews, this book was about-- These are actually taking a step back and looking at this new book in the context of the discipline of sociology. If this book is about this, let's actually take a step back, and look at it in its wider scheme, talk about assumptions and beliefs within the discipline.

My next one is a review article where one person may write an article that actually reviews two or three books that are similar. So I would be not reviewing this just to get a straight forward book review, but as a larger conversation about the themes of the two books. And then you might move into more traditional book reviews. But even these traditional book reviews are not going to be the kind of reviews that you might read in *Entertainment Weekly* or the newspaper.

They're more like the book reviews that you might read in the *New York Review of Books* or the *New York Times* book review where they're not just looking at the book, but looking at the conversation behind the book. So there's a really important aspect of it that what these things are doing is they're not just talking about books in a discipline, they're talking about how the conversation talks about ideas. So reading review journals can be really good for giving you a sense of what your discipline is all about.

So our next example is law reviews. And law reviews are really interesting, because law reviews are not peer reviewed and they're actually written by law students. They might have a board of advisors, but these reviews are written and edited by law students. However, they're extremely influential. They get quoted in court cases, et cetera. And you can see, here is our conversation, heavily footnoted, and our footnotes are basically talking about the law.

So a law review is basically analyzing and describing the law. Now, it's not descriptive. Just because something came up in a law review, doesn't mean that it's law. But it basically is teasing out legal issues in a very powerful way. So law reviews, not peer reviewed, but kind of count as peer reviewed literature when you're actually doing your [INAUDIBLE].

Let's look at our next example. This is a really interesting one. Commentary journals that pack a political/economic/academic punch. And my example here is *Foreign Affairs*. *Foreign Affairs*, not a lot of citations in it. Not necessarily written by academics, but they could be. Written by academics, written by journalists, written by sitting senators, written by government officials, written by people who work for international organizations and businessmen. Hugely, hugely influential.

The conversation that happens usually is oftentimes set or aided and abetted by articles that show up in these commentary journals. So this is *Foreign Affairs* and they're having a special issue here on inequality, and then you go into their other articles. This particular article is about Obama and is written by Fred Kaplan. And Fred Kaplan is a Pulitzer Prize winning journalist, one of those journalists who have a huge amount of expertise in his area. Very, very well respected.

So these articles have lots of power. They are read by members of Congress. They start conversations and they enhance conversations. So I'm going to give you a really good example of this. This is an article over here "The Clash of Civilizations." This is an article from 1992 by Samuel Huntington. It was hugely, hugely influential in international affairs and it

actually ended up going from an article in *Foreign Affairs* to a book that was hugely influential and is used in classes and is part of this conversation about international affairs.

So a caveat about that, I wanted to jump over a little bit to an article that just came out a couple weeks ago in *Scientific American*. And *Scientific American*, scholarly articles as well as this is a little bit more muse-y, this article right here. And this article was basically saying, hey, some of the best science can slumber for years. Just because something is old does not mean that it is not important.

A lot of times people say I only want stuff that's been published since 2010. And you can be dismissing some really good stuff if you look back a little bit further. And there's a link to this article a little bit further down there. Of course I have to talk about *The Onion*. even though this is a newspaper, an online newspaper, although I do have some print copies of it back when it was in print.

I just love "Lovecraftian School Board Member Wants Madness Added to Curriculum." Fake news happens. There are a lot of fake news sites out there, parody sites, et cetera. And people occasionally get fooled by them. There have been many examples of people who saw articles from *The Onion* or Andy Borowitz Report or some of the other ones that actually thought that it was legitimate news. So I have to throw that in as an example of a different publication site.

I like this chart. I hand this out a lot in class and there's a link to it on the next slide. But this goes through some of these publications including newspapers talking a little bit about examples, value and uses, language, authors, sources, publishers, graphics, and examples of databases where you might find these. And one of the things you'll see is that something like Google or Google Scholar may help you find these.

Academic Search Complete is a really good database because you'll find all of these things in Academic Search Complete. We've talked about this two weeks ago. But I really like it because it really does give that broad sense of the conversation, where you can look at something, look at it from a scholarly point of view, a professional point of view, from a commentary and opinion point of view, et cetera. I like this chart a lot. I find it very helpful.

This is something that I would not recommend doing, but I thought just for the fun of it. Let's say we were writing a paper on prison overcrowding. We looked at the citations. We're not looking at the articles themselves, which you should do. So this is a do as I say, not as I do.

But if you look at this, let's look at this first one from *Police Chief*.

So right there in the title, I'm thinking maybe a trade or professional journal. And notice the terminology, "A Misguided Solution to Prison Overcrowded." I'm thinking this might be an opinion article, I don't know. Maybe go look at. Let's look at our next one. This is actually from an encyclopedia source. We'll be talking about these two weeks from when we talk about the publication cycle.

This next one, "The Prison Overcrowding Fix," an article in the *New York Times*. Probably a news article, maybe some new ideas were promulgated. They're publishing it in the newspaper and trying to make people aware of it. That'd be information. Here's one. *Journal of Criminal Justice*. Doesn't the name just sound [INAUDIBLE]. There. Let's look at our title, "Continuities in the Determination of Prison Overcrowding Effects." I'm thinking that has to be scholarly.

Our next one. *Newsweek*, "Inside America's Toughest Prison." Sounds kind of informational, doesn't it? So that's our news, current events. And then finally, we have this book, *Prison Crowding: A Psychological Perspective*. I like to look at this one because this is interesting because this is inter-disciplinary. It's a book that's mixing the criminal justice aspect with the psychological aspect, which is always very interesting.

It might make my paper more interesting if I not just look at publications that are specifically criminal justice, but start looking at things like sociology or psychology or other sorts of disciplines that might inform my topic. So I don't recommend doing that, but you can see that even from the citations there are cues, although the cues may be completely wrong. May turn out that each of these articles is something completely different from what I was postulating.

Resources for more information. If you want to investigate Ulrich's Periodicals Directory. It's a really great source for finding information about articles. Very reliable. This will tell you how to get there. "Peer Review in Three Minutes." I really, really recommend this video. I show it in my classes all the time. I love it. Here is the chart that I just showed here, types of journal comparisons. And then here are a couple of other resources from other academic libraries.

And now what I'm going to do is I am going to turn you back to Olivia. So before I do that, again, I want to apologize about the [INAUDIBLE] pics. I will never ever use my phone again. I will always use my proper camera. Really, really sorry about that. If you have any questions, shoot them off to Olivia, and we'll take it from there.

OLIVIA:

Awesome. Thank you so much, Lorena. I really enjoyed the presentation learning about all the journals and what not. I sent the link for the surveys in the chat box. Go ahead and fill those out really quick. It takes like a quick minute or so. Again, thank for tuning in and have a great rest of your night.