

Peer-Reviewed* vs. Non Peer-Reviewed Publications: What Is the Difference?

	Peer-Reviewed	Not Peer-Reviewed	
	Scholarly Journal	Popular Magazine	Trade Magazine/Journal
Audience	Researchers and professionals	General public	Members of a specific business, industry or organization
Author(s)	Scholars/professors (usually a required part of their job at 4-year universities-not paid by journals)	Staff writers and journalists (often paid by magazines)	Experts in a field
Content	Longer articles Research projects, methodology, and theory Use subject-specific language and terms	Short articles of general interest, with a focus on current events, news, and personalities.	Short articles with an emphasis on industry trends, new products, techniques and organizational news.
Sources	Sources cited in bibliographies and/or footnotes	Rarely cited Information is usually second or third hand	Sources mentioned occasionally with bibliographies
Purpose	To share facts with other scholars/researchers in that same field of study	To entertain, inform, evoke emotional response	To share the latest information and news with others in the same trade
Advertisements	Few to None	Heavy	Moderate-Almost all or most are trade related
Examples	<i>American Literature, New England Journal of Medicine, Current History</i>	<i>Glamour, Time, Newsweek</i>	<i>Police Chief, Advertising Week, Tech Directions</i>

*Peer-Review Process

Step 1: Author writes and submits article manuscript to journal

Step 2: Journal editor sends manuscript to expert reviewers to evaluate quality of research, writing, and conclusions

Step 3: Expert reviewers return manuscript to editor with suggested changes, as well as a recommendation to publish or not publish the article

Step 4: Editor reviews suggestions and returns the manuscript to the author for revision

Step 5: Author revises and resubmits the article to the editor

Step 6: The article is published in the journal