

# Scholarly vs Popular Publications

## How can you tell?

### Scholarly publication

- Purpose = advance knowledge
- Actual research study (NEJM)
- Author credentials
- Article = Formal presentation
- Boring looking with few illustrations; Numbered charts and diagrams
- Lengthy
- Written in specialized language for scholars and students
- Abstract ... sometimes
- Generous list of references

### Popular

- Purpose = Entertainment / make \$\$
- Reports on publication of a research study (Time)
- Authors = professional writers or journalists, free-lance commentators that deal regularly with a variety of subjects
- Article = informal
- Colorful with pix, ads, photos
- Summarizes research
- Written in easy to understand language for general public
- No abstract
- Usually no references