

A Student Project in Journal Evaluation

T. Donald Rucker

ASSIGNMENT

1. Using any issues published in the past 12 months, compare and contrast the contents of 2 pharmacy-related journals. Controlling as carefully as feasible on the date of publication, select one journal from category A and one from B. Any combination will suffice, but unlisted journals cannot be used.

A. *Refereed Journals*

Am J Hosp Pharm
Clin Res Practices & Drug Reg. Affairs
DICP-Annals Pharmacotherapy
Drug Info J
Hospital Formulary
Hospital Pharmacy
J Pharm Mktg Management
J Soc Adm Pharm
Topics Hosp Pharm Management

B. *Other Journals*

Am Druggist
Am Pharmacy
CA Pharmacist
Drug Topics
Illinois Pharmacist
J Pharm Practice
Med Mktg Media
NARD J
Pharmacy Times
U.S. Pharmacist

2. Prepare a double-spaced, typewritten critique of these documents covering 4 1/2 to 5 pages, due no later than October 3. Do not assume that journals will be available 3-4 days prior to the due date.
3. a. The first three pages (\pm) should be devoted to an overview of the two journals. Since this space is very limited, do not attempt to discuss particular article(s) in preparing your analysis.

T. Donald Rucker, Ph.D., is Professor of Pharmacy Administration at the College of Pharmacy, University of Illinois at Chicago, M/C 871, Chicago, IL 60612.

- b. The final two pages (\pm), however, should be allocated to a summary and critique of the *single* article that had the greatest appeal for you. Provide the proper citation for this article at the bottom of the page on which the critique begins.
4. Use the following guidelines in preparing 3.a. above:
 - a. Place your name (last name first), course number (AD 300) and date in the upper right corner of the first page.
 - b. Skip three spaces and center the title at the top of the first page:

A Brief Critique of Two Pharmacy-Related Journals
 - c. In a footnote at the bottom of the first page, provide the complete/correct citation for each source document reviewed, viz:
 - i. *Am J Hosp Pharm* 46:710-960 (April 1989)
 - ii. *Pharmacy Times* 51:1-128 (April 1989)
 - d. Adopt an analytical framework for your essay based upon sequential analysis of each journal, or use a comparative format where the contents are reviewed jointly within your outline.
 - e. Indicate type of publisher (commercial firm, professional association, or other) and sponsorship, if different.
 - f. Note frequency of publication and presumed audience.
 - g. Identify the contents by classification (articles, book reviews, etc.) and type (professional matters, business problems, public policy, etc.).
 - h. Summarize the backgrounds of the authors (academe, business, pharmacy practice, government, etc.).
 - i. Are abstracts and/or summaries furnished for major articles?
 - j. Type of supporting data:
 - i. *Primary*—author developed conceptual/empirical data via original research
 - ii. *Secondary*—author used data from (an)other source(s)
 - iii. *Anecdotal*—observations not corroborated by formal study
 - k. Do the articles provide references to the work of other investigators?
 1. Note the journal policy regarding manuscripts submitted for publication.
 - m. Excluding the external cover pages, what proportion of the

- pages contain some advertising? Only advertising? What proportion of the advertising is devoted to pharmaceuticals, to other merchandise for sale in pharmacy, and to merchandise/services for use in pharmacy?
5. Your sample is very small (one observation per journal), and any conclusions should reflect this limited foundation. Ideally, a dozen or more consecutive issues should be examined before an attempt is made to generalize concerning a journal's characteristics. Don't render a final judgment on the value of a given journal simply because it seems too technical or too commercial. Editorial policies of journals may change, and/or your interest in particular aspects of pharmacy could shift over time.
 6. Papers exhibiting serious and/or frequent violations of the English language will be returned for reworking. Any paper falling into this category or submitted after the deadline will sustain a grade reduction of 10 percentage points. Minor errors in grammar, typing, format, etc., will be marked down. However, papers having an excessive number of minor errors will be returned.
 7. Staple your report in the upper left corner. Do not use a binder or title page. Three points will be deducted from your grade if this guideline is violated.