



SPRING, 1985, 13 (1), 70-77

REVIEW ESSAY

PERIODICALS ON COMPUTER-MEDIATED COMMUNICATIONS TECHNOLOGIES AND THEIR USE

RONALD E. RICE AND KELLY M. BOAN

Managers, researchers, users, and students of new communication technologies have a bewildering variety of sources for information about these new media. Paradoxically, because many of these sources are recent, few people are aware of the diversity available. Further, communication researchers and information scientists have a role in providing the analyses and understanding to match the concerns and interests of the managerial and user communities. This role has yet to be filled. In a recent analysis of publication trends, *The New Media: Communication, Research and Technology*, Rice (Sage, 1984) shows that the social science literature has avoided the topic of new communication technologies, while the popular and management literature, and some educational literature, has been keenly attentive to the topic.

This review should allow the reader to become familiar with some of the journals and magazines covering aspects of new communication technologies—specifically, media involving a computer in some way. This listing covers what we consider to be the most useful, important, topical, and/or accessible serials in this field. The following information is provided, where available.

Title. The most recent version; sub-headings are not necessarily included; an asterisk (*) is included if we feel that this is a particularly important, significant, rigorous, or high-quality journal or magazine. The same journal may, however, only publish a few technology-related articles—but they are useful.

Publisher. Publisher's name and city; occasionally, especially for academic journals, the sponsoring association is different from the publisher, but the publisher can always be located.

Ronald E. Rice is an Assistant Professor at the Annenberg School, University of Southern California; Kelley M. Boan is a consultant in the Los Angeles area.

Primary Audiences. Four audiences are identified. *Managerial (M)* includes implementation experiences, industry economics, industry and professional news, interpretations of research for managers, managerial practices, trends in organizational applications, educational management, business community concerns; *Technical (T)* concerns new technologies, technical research results, technical summaries or tutorials on design/systems/applications, product awareness, benchmark evaluations (though in general we do not include many technical journals); *User (U)* provides hardware and software evaluations from the user perspective, overviews of technologies/functions/issues, tracking trends and usage, product introduction, reconciliation of post-purchase dissonance, user-generated documentation and feedback, social reinforcement, individually-accessible technology; *Research (R)* covers social science analyses, formal evaluations, theoretical and conceptual foundations, baseline uses and impacts, refereed work, educational applications, intervention strategies. Codes appear in order of emphasis in the journal.

ISSN Number. The International Standard Serial Number provides order and reference information for library staff. Occasionally a Dewey Decimal Number is given.

Year of First Publication (two-digits). To provide an index of recency and tradition.

Circulation. To provide an index of accessibility, marketing, and popularity.

This list, with some exceptions, does not include conference proceedings, newsletters, client reports, annual books, etc. This list should provide a reasonable starting point for those interested in learning more about aspects of the new communication technologies of concern to managers, researchers, users, and technologists. Additional sources include M. Friedman, "Cashing in on the Computer Explosion," *Madison Avenue*, December, 1983, 58-80 (a thorough analysis of computer magazines) and Ulrich's International Periodicals Directory (R. R. Bowker, NY; also available as file 480 on the Dialog retrieval service). Other bibliographic databases concentrate on disciplinary-specific references and journals. For example, the "Computer Database" is also on Dialog and covers 530 publications. More information about it is available from Management Contents, P.O. Box 3014, Northbrook, IL 60062 (800-323-3354). Other useful printed summaries and reviews of journals and magazines in this field include K. Beiser, "Microcomputer Periodicals for Libraries," *American Li-*

braries, 1983, 14, 43-48, A. Pratt, *A Selective Guide to the Microcomputer Literature* (Tucson, AZ: Graham Conley Press, 1983), and a small magazine dedicated to reviewing magazines: *Magazine Guide to Personal Technology Publications* (Amherst, NH: Softside Publications, 1984). This magazine also serves as a clearinghouse for sample copies of the magazines it reviews.

- Academy of Management Review
 American Libraries
 Academy of Management: Mississippi
 State University
 R 0360-7425 76
 American Library Association: Chicago,
 IL
 M, U 0002-9769 07 41,500
- Access Reports/Freedom of Informa-
 tion
 Plus: Baltimore, MD
 M, R 0364-7625 75
 Annual Riew of Information Science
 and Technology
 Knowledge Industry: White Plains, NY
 R, T, M 0066-4200 66
- Access (Research Triangle Park)
 L E D S: Research Triangle Park, NC
 M, R 0733-8074 82 3,000
 Applications of Management Science
 J A I Press, Inc.: Greenwich, CT
 M, R 0276-8976 81
- Automated Office Systems
 Office Systems Consulting Group, Inc.:
 Cambridge, MA
 M 0739-8743 80 2,800
- Behavior and Information Technology
 Taylor & Francis Ltd.: Hants, England
 R 0144-929X 82
- Bell Journal of Economics
 American Telephone & Telegraphy
 Company: Hicksville, NY
 M, R, T 0361-915X 70
- *Broadcasting
 Broadcasting: Washington, DC
 M 0007-2028 31 35,758
- Bulletin of the American Society for
 Information Science
 American Society for Information Sci-
 ence: Washington, DC
 R, M, U 0095-4403 74 5,000
- Business Communications Review
 B C R Enterprises, Inc.: Hinsdale, IL
 M, R 0162-3885 71 7,500
- Academy of Management Review
 State University
 R 0360-7425 76
- Access Reports/Freedom of Informa-
 tion
 Plus: Baltimore, MD
 M, R 0364-7625 75
- Access (Research Triangle Park)
 L E D S: Research Triangle Park, NC
 M, R 0733-8074 82 3,000
- Automated Office Systems
 Office Systems Consulting Group, Inc.:
 Cambridge, MA
 M 0739-8743 80 2,800
- Behavior and Information Technology
 Taylor & Francis Ltd.: Hants, England
 R 0144-929X 82
- Bell Journal of Economics
 American Telephone & Telegraphy
 Company: Hicksville, NY
 M, R, T 0361-915X 70
- *Broadcasting
 Broadcasting: Washington, DC
 M 0007-2028 31 35,758
- Bulletin of the American Society for
 Information Science
 American Society for Information Sci-
 ence: Washington, DC
 R, M, U 0095-4403 74 5,000
- Business Communications Review
 B C R Enterprises, Inc.: Hinsdale, IL
 M, R 0162-3885 71 7,500

- Business Week
 McGraw-Hill: New York, NY
 M 0007-7135 29 856,000
- *Canadian Journal of Information Sci-
 ence
 Canadian Association for Information
 Science: Calgary, Canada
 R 0380-9218 76
- *Channels of Communication
 Media Commentary Council, Inc.:
 Mahopac, NY
 U, M, R 0276-1300
- C O I N T Reports
 Ad Digest: Morton Grove, IL
 M 0198-8840 80
- Communication Technology Impact
 Elsevier International Bulletins: Ox-
 ford, England
 M 0142-3854 79
- Communications News
 Harcourt Brace Jovanovich, Inc.: Ge-
 neva, IL
 M 0010-3632 64 42m424
- *Communications of the ACM
 Association for Computing Machinery:
 New York, NY
 R, T, M 0001-0782 58 65,939
- Communications Week
 Evert Communications Ltd.: Ottawa,
 Canada
 M, T 0227-0382 79
- Communicator of Scientific and Tech-
 nical Information
 Institute of Scientific and Technical
 Information: Herts, England
 M, R 0308-6925 65 1,500
- Computer Communications
 Butterworth Scientific Ltd.: Surrey,
 England
 T, R 0140-3664 78
- Computer Decisions
 Hayden: Rochelle Park, NJ
 M 0010-4558 69 120,105
- Computer Journal
 John Wiley & Sons Ltd.: Sussex, Eng-
 land
 R, T, M 0010-4620 58
- Computers and the Humanities
 North-Holland: Amsterdam, Nether-
 lands
 R 0010-4817 66 2,000
- Computers and People
 Berkeley Enterprises, Inc.: Boston, MA
 U, R 51
- Computers in Education
 Studebaker Technology: Glen Ellyn,
 IL
 M, U 81
- *Computerworld
 CW Communications, Inc.: Framing-
 ham, MA
 M, T, U 0010-4841 67 122,258
- Computerworld O A (Quarterly with
 Computerworld)
 C W Communications, Inc.: Framing-
 ham, MA
 M, T 82 117,000
- Data Channels
 Phillips: Bethesda, MD
 M 0093-7290 73
- *Data Communications
 McGraw-Hill: New York, NY
 M, T, U 0363-6399 72 32,913
- *Datamation
 Technical: New York, NY
 M, T 0011-6963 57 130,110
- DataWorld
 Auerbach: Pennsauken, NJ
 M, U 0190-6585 78
- Decision Sciences
 American Institute for Decision Sci-
 ences: Atlanta, GA
 R, M 0011-7315 70 3,500

- E D P Analyzer
Canning: Vista, CA
M, T 0012-7523 63
- Educational Computer Magazine
Edcomp, Inc.: Cupertino, CA
M, U 0731-1850 81 26,700
- Educational Technology
Educational Technology: Englewood
Cliffs, NJ
R, T, M 0013-1962 61 5,000
- Electronic Library
Learned Information, Inc.: Medford,
NJ
M, R 0264-0473 83
- Forbes
Forbes Inc.: New York, NY
M 0015-6914 17 700,000
- Fortune
Time Inc.: New York, NY
M 0015-8259 30 674,566
- Futurist
World Future Society: Washington, DC
R, T, M, U 0016-3317 67 35,000
- *Harvard Business Review
Harvard University: Boston, MA
M, R 0017-8012 22 230,000
- High Fidelity
A B C Leisure Magazines, Inc.: New
York, NY
U 0018-1455 51 375,000
- *I E E E Spectrum
Institute of Electrical and Electronic
Engineers, Inc.: New York, NY
M, T, U, R 0018-9235 64
- *I E E E Technology and Society Mag-
azine
Institute of Electrical and Electronics
Engineers, Inc.: New York, NY
R, T, M 0278-0097 82
- I E E E Transactions on Systems, Man
& Cybernetics
Institute of Electrical and Electronics
- Engineers, Inc.: New York, NY
M, U 0013-1962 61 5,000
- *Information and Behavior
Transaction Books: New Brunswick,
NJ
R 84
- Information and Management
New-Holland: Amsterdam
R, M 0378-7206 78
- Information Economics and Policy
Elsevier: New York, NY
R, M
- Information Management
P T N: Woodbury, NY
R, M 0019-9966 60,00
- Information Retrieval & Library Auto-
mation
Lomond: Mt. Airy, MD
M, U 0020-0220 65 1,200
- Information Sciences
Elsevier Science: New York, NY
R 0020-0255 68
- Information Society
Crane, Russak & Company, Inc.: New
York, NY
R 0197-2243 81 1,000
- *Information Technology and Libraries
American Library Association: Chi-
cago, IL
M, R, T, U 0730-9295 68 6,800
- *Information Today
Learned Information, Inc.: Medford,
NJ
M, U DDN: 001.6: 621.3 83
- Engineers, Inc.: New York, NY
R 0018-9472 52
- Information Access Digest
Data and Research Technology Corp.:
Pittsburgh, PA
M 77 5,000
- Information Age
Butterworth Scientific Ltd.: Surrey,
England
R, M 0261-4103 78
- *Information and Management
Transaction Books: New Brunswick,
NJ
R 84
- Information and Management
New-Holland: Amsterdam
R, M 0378-7206 78
- Information Economics and Policy
Elsevier: New York, NY
R, M
- Information Management
P T N: Woodbury, NY
R, M 0019-9966 60,00
- Information Retrieval & Library Auto-
mation
Lomond: Mt. Airy, MD
M, U 0020-0220 65 1,200
- Information Sciences
Elsevier Science: New York, NY
R 0020-0255 68
- Information Society
Crane, Russak & Company, Inc.: New
York, NY
R 0197-2243 81 1,000
- *Information Technology and Libraries
American Library Association: Chi-
cago, IL
M, R, T, U 0730-9295 68 6,800
- *Information Today
Learned Information, Inc.: Medford,
NJ
M, U DDN: 001.6: 621.3 83

- *InfoWorld
C W Communications, Inc.: Palo Alto,
CA
M, U 0199-6849 79 60,000
- InterMedia
International Institute of Communica-
tions: London, England
R, M 0309-118X 73 2,500
- International Information Flows
United States Council for International
Business: New York, NY
R, M DDN: 001.53: 382 82 2,500
- *International Journal of Man-Ma-
chine Studies
Academic Press Inc.: London, England
R, T 0020-7373 69
- *Journal of the American Society for
Information Science
John Wiley: New York
R, M, T 0002-8231 50 4,500
- Journal of Applied Behavioral Science
J A I Press, Inc.: Greenwich, CT
R, M 0021-8863 65 6,000
- Journal of Applied Communication
Research
University of South Florida: Tampa,
FL
R, M 0090-3882 73 400
- *Journal of Communication
Annenberg School Press: Philadelphia,
PA
R 0021-9916 51 6,500
- Journal of Community Communica-
tions
Village Design: Berkeley, CA
U 0194-2158 73 2,000
- Journal of Courseware Review
Apple Education Foundation: Cuper-
tino, CA
M, U
- Journal of Cybernetics and Informa-
tion Science
- American Society for Cybernetics: Col-
lege Park, MD
R 0146-5090 76
- Journal of Information Science
Institute of Information Scientists:
Reading, England
R, M 0165-5515 79 3,000
- Journal of Information Systems Man-
agement
Auerbach: Pennsauken, NJ
M 0739-9014 83
- Journal of Management Information
Systems
M.E. Sharpe: Armonk, NY
R, T 0741-1222 84
- Journal of Research Communication
Studies
Elsevier Scientific: Amsterdam, Nether-
lands
R, M 0378-5939 78
- Legal Automation News
Falls Church, VA
M, R DDN: 340: 621.381: 001.64
81 10,000
- Link-Up
On Line Communications: Minneapo-
lis, MN
T, U, M 0749-988X 83 35,000
- *Management Science
Institute of Management Sciences:
Providence, RI
R, M 0025-1909 54 11,000
- Management World
Administrative Management Society:
Willow Grove, PA
M 0090-3825 72 16,000
- Media in Education & Development
Peter Peregrinus Ltd.: Herts, England
R, M, T 0262-0251 67 1,500
- Microcommunications
Miller Freeman: San Francisco, CA
U, T DDN: 621.381 84 50,000

- Microcomputers for Information Management
 Ablex: Norwood, NJ
 R, M, U, T DDN: 621.381 84
- Mini-Micro Computer Report
 E D P News Services, Inc.: Annandale, VA
 M, U, T 0363-7905 76
- *MIS Quarterly
 Society for Management Information Systems & Management Information Systems Research Center
 R, M 0276-7783 77 2,500
- Modern Office Technology
 Penton-IPC: Cleveland, OH
 T, M DDN: 651; 658, 403; 621.381 56 136,500
- Multi-Channel News
 Fairchild: New York
 M, T 0276-8593 79
- North-Holland/T I M S Studies in the Management Sciences
 North-Holland: Amsterdam, Netherlands
 R, M 0378-3766 75
- Office
 Office: Stamford, CT
 M, T 0030-0128 35 143,415
- Office Administration and Automation
 Geyer-McAllister: New York, NY
 M 0745-4325 83 65,514
- *Office: Technology and People
 Elsevier Scientific: Amsterdam, Netherlands
 R, M 0167-5710 82
- Omega
 Pergamon Press, Inc.: Elmsford, NY
 R, M 0305-0483 73 1,400
- Omni
 Omni: New York, NY
 U 0149-8711 78
- OnLine Data Access
 Data Base: Austin, TX
 M, U 0738-3843 83 7,500
- OnLine Review
 Learned Information Ltd.: Oxford, England
 M, T 0909-314X 77
- Operations Research/Management Science
 Executive Sciences Institute, Inc.: Whippany, NJ
 M, R 0030-3658 61
- PC: The Independent Guide to IBM Personal Computers
 Ziff-Davis: New York, NY
 U, M, T 0745-2500 82
- Peek
 Environmental Services: Morris Plains, NJ
 U, T
- Personal Computing
 Hayden: Rochelle Park, NJ
 U, M, T 0192-5490 76 377,590
- *Popular Computing.
 McGraw-Hill: New York, NY
 U, T, M 0279-4721 81
- Programmed Learning and Educational Technology
 Kogan Page, LTD: London, England
 R, M 0033-0396 64
- Psychology Today
 Ziff Davis: New York, NY
 U, R, M 0033-3107 67 650,000
- Reference Magazine
 Constant Communications, Inc.: Amherst, NH
 M 45,000
- SAT-Guide
 Comntek: New York, NY
 M, T 0199-5154 80
- School CourseWare Journal
 School & Home CourseWare, Inc.: Fresno, CA
 M, U 80
- Science
 American Association for the Advancement of Science: Washington, DC
 R, T 0036-8075 1880 160,000
- Science Challenge
 Curriculum Innovations: Highland Park, IL
 M, U 0194-5572
- Science 8x
 American Academy for the Advancement of Science: Washington, DC
 U 0193-4511 79
- Seybold Report on Professional Computing
 Seybold: Media, PA
 M, T 0736-5314 1,500
- *Small Computers in Libraries
 University of Arizona: Tucson, AZ
 M, U, T 0275-6722 81 2,000
- *Software Digest
 Software Digest, Inc.: Wynnewood, PA
 M, U, T 0742-0676 83
- Studies in Management Science and Systems
 North-Holland: Amsterdam, Netherlands
 R, M 0378-3766 75
- *Systems, Objectives, Solutions
 North Holland: Amsterdam, Netherlands
 R, M 0165-7747 81
- T A P
 Technological Assistance Program:
 New York, NY
 U, T 71
- Teaching, Learning, Computing
 Seldin: Placentia, CA
 U
- Technology and Culture
 University of Chicago Press: Chicago, IL
 R 0040-165X 60 2,700
- *Technology Review
 Massachusetts Institute of Technology:
 R, M, T 0040-1692 1899 75,000
- Technology Transfer
 Saskatchewan Research Council: Saskatchewan, Canada
 R, M 0319-8294 64 5,000
- *Telecommunications Policy
 Butterworth Scientific Ltd.: Surrey, England
 R, M 0308-5961 77
- *Telephone: Engineer and Management
 Harcourt, Brace, Javanovich: Cleveland, OH
 T, M 0400-263X 09
- Telephony: Journal of the Telephone Industry
 Telephony: Chicago, IL
 M, T 0040-2656 01 36,411
- *Today the Videotex/Computer Magazine
 CompuServe Inc.: Columbus, OH
 U 81 90,000
- Today's Office
 Hearst Business Communications: Garden City, NY
 M 0744-2815 64
- *Transnational Data Report on Information Politics and Regulation
 North-Holland: Amsterdam, Netherlands
 R, M, T 0167-6962 78

- Transactions on Computer Systems
 Association for Computing Machinery:
 New York, NY
 T, R, M 0734-2071 83
- Transactions on Office Information
 Association for Computing Machinery:
 New York, NY
 R, T, M 0734-2047 83
- TV Digest
 Television Digest, Inc.: Washington,
 DC
 T, M 0497-1515 45
- Videodisc and Optical Disk
 Meckler: Westport, CN
 M, T, R 0198-9456 80
- Videography
 United Business: New York, NY
 T, U 0363-1001 76 10,000
- ViewText
 Information Gatekeepers, Inc.: Brook-
 line, MA
 M, U 0275-0686 80