

## Identifying Scholarly, Trade and Popular Sources

	<b>SCHOLARLY</b>	<b>PROFESSIONAL/TRADE</b>	<b>POPULAR</b>
<b>Examples</b>	Current Anthropology, BMJ	Business Insider, AdAge	Maclean's, Vogue
<b>Purpose</b>	Reports research results, theory, or criticism intended for a scholarly audience.	Provides industry specific information. May have industry research, statistics, & trends.	Provides information for a general audience; may be well-researched or not.
<b>Authors</b>	Academics/researchers in the field. Author(s) names listed, along with credentials (M.Sc., Ph.D.), research affiliation and contact details.	People working in the field; free-lance journalists or writers. Credentials/affiliations sometimes listed.	Journalists, free-lance writers; credentials usually unknown. May also be crowdsourced/anonymous.
<b>Images</b>	Uses images, charts and graphs to illustrate findings, statistics, examples, etc.	Often eye-catching and attractive; glossy pages; colourful pictures.	Designed to be eye-catching and attractive; glossy pages; colourful pictures.
<b>Sources</b>	Uses footnotes, endnotes, and/or an extensive bibliography/ works cited/reference list.	May have a short bibliography of references; usually does not.	May mention sources within the text; may have a bibliography; or may not mention any sources at all.
<b>Language</b>	Uses technical or scholarly language, and assumes that the reader understands the vocabulary related to the topic.	Includes terminology specific to the field.	Uses plain language to explain concepts for a general audience.
<b>Structure</b>	Includes a very descriptive title, and is split into clear sections (e.g., abstract, table of contents, index, bibliography etc).	May have clear structure, or the structure may be minimal. May have a creative or general title.	May have clear structure, or the structure may be minimal. May have a creative or general title.
<b>Publishers</b>	Published by a university press or a well-known scholarly press (e.g., Elsevier, Wiley, Routledge)	Usually a professional association; sometimes a general publisher or a social media platform.	May be published by a general publisher, a news source, social media or unknown publisher.
<b>Advertising</b>	Very little & related to the academic discipline (e.g., conference announcements)	Ads are usually related to the industry.	Typically has lots of ads; sometimes the content is product ad.
<b>Audience</b>	Researchers, academics, university students	People working in the field, interested amateurs.	General public.

This guide is based on similar guides from these sources:

<http://www.langara.bc.ca/library/research-help/scholarly-popular-articles.html>

<http://www.kpu.ca/library/databases/scholarly-publications>