

Scholarly, Trade, & Popular Sources

Find more at tstc.libguides.com/info-literacy/stp

Details	Scholarly Journals	Trade Publications	Popular Magazines
Purpose	Report on research studies, advance knowledge	Provide news, information on an industry	Inform, entertain
Scope	Narrow focus on one academic field	Practical information for a specific industry	Broad overview of topics
Content	Research reports, methodology, theory	Industry trends, products, association news	News, opinions, general interest
Accountability	Peer reviewed	Professional ethics	Journalistic ethics
Audience	Students, researchers, scholars	Professionals, practitioners	General public
Title	Often includes <i>journal</i> , <i>review</i> , or <i>bulletin</i>	Often includes industry name	Rarely includes <i>journal</i> , <i>review</i> , or <i>bulletin</i>
Author(s)	Experts, scholars, specialists	Professionals, staff writers	Journalists
Writing Style	Scholarly, technical	Technical	Informal, journalistic, conversational
Language	Technical, assumes a scholarly background	Industry jargon	Easily accessible
Article Length	Longer	Moderate	Short
Organization	Structured; abstract, literature review, methodology, etc	No specific format or structure	No specific format or structure
Abstract	Yes	Maybe	No
Visuals	Graphs, charts that support the research	Pictures, illustrations	Pictures, illustrations
Bibliography	Always cite sources, bibliography in accepted style	May cite sources	Rarely cite sources
Publisher	Academic press, professional organization	Professional, trade association	Commercial publisher

Find More Information

- Ask a librarian for help at tstc.libguides.com/askus