

**Is this source Scholarly?**

	<b>Popular Literature</b>	<b>Scholarly Literature</b>	<b>Trade Publications</b>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• No need for advanced reading skill</li> <li>• General knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Requires skilled reading for subject matter</li> <li>• Specialized knowledge of subject</li> </ul>	<ul style="list-style-type: none"> <li>• Those in specific sector</li> </ul>
<b>Authors</b>	<ul style="list-style-type: none"> <li>• Typically written by journalists or reporters</li> <li>• Training in writing but not necessarily in the subject's discipline</li> </ul>	<ul style="list-style-type: none"> <li>• Writers have degrees in the subject matter</li> <li>• Writers work in the field discussed in the article</li> </ul>	<ul style="list-style-type: none"> <li>• Sector representative</li> <li>• Often author is unnamed</li> </ul>
<b>Cites</b>	<ul style="list-style-type: none"> <li>• Popular literature tends to not have citations</li> <li>• Facts, statistics and sources may not have citations or sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Articles contain citations, often extensive citations</li> <li>• Articles follow a citation guide or style guide formatting to provide consistency in citations</li> </ul>	<ul style="list-style-type: none"> <li>• Few or no citations</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>• Current events, general interest</li> </ul>	<ul style="list-style-type: none"> <li>• News and research specific to field</li> </ul>	<ul style="list-style-type: none"> <li>• Business or industry related information, trends, products, technology</li> </ul>
<b>Model</b>	<ul style="list-style-type: none"> <li>• For profit</li> <li>• Sales determine success</li> <li>• Many</li> <li>• Profit goal determines content</li> </ul>	<ul style="list-style-type: none"> <li>• Tend to be cost-covering rather than profit generating</li> <li>• Need to make profit does not drive content decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Contains many ads, often targeted at decision makers</li> </ul>
<b>Review</b>	<ul style="list-style-type: none"> <li>• Reviewed by editor, possibly</li> </ul>	<ul style="list-style-type: none"> <li>• Usually reviewed by peer scholars not employed by journal</li> </ul>	<ul style="list-style-type: none"> <li>• Reviewed by editor</li> </ul>

Additional Resources: See Diana Hacker's *A Pocket Style Manual*, (APA Edition), pp. 20-23, UIUC Library LibGuide: <https://www.library.illinois.edu/ugl/howdoi/scholarly/>