

# Understanding Scholarly versus Popular

Articles inform or report original research, theory, experimentation, or application and practice



Articles entertain and present information of general interest and current events

Little or no advertising, colour and graphics - illustrations are used to explain research



Advertisements, illustrations, and colour add visual interest and marketing appeal

Scholarly articles are subject to the peer-review process, by other professionals in the field



Popular articles may be reviewed by an editor

Authors are experts in their fields; are specialists or researchers



Authors are non-specialists, often staff or freelance writers

Sources are cited, such as in footnotes and a bibliography



Authors mention sources but seldom cite them

Language and vocabulary is specialized to the subject field



Language and vocabulary is less technical

Often published by a professional organization or university



Published for profit

# Understanding Scholarly versus Popular



## When to use Scholarly Sources

- Scholarly sources provide original research and/or resources written by experts
- Information provided in scholarly sources can be used to help support an idea or argument in an assignment

Examples of Scholarly Sources:

- Canadian Journal of Behavioural Science
- International Journal of Robotics Research
- Music Analysis
- Business Ethics Quarterly
- University of Toronto Quarterly
- American Literary History
- American Journal of Psychology



## When to use Popular Sources

- Popular sources can provide general and background information before establishing a thesis or research topic
- May provide ideas and additional concepts when creating a search strategy for online research

Examples of Popular Sources:

- Rolling Stone
- Yoga Journal
- New York Times
- Time
- The Atlantic
- Vanity Fair
- People



## What is Peer-Reviewed?

- Scholarly articles undergo a review and evaluation process by subject experts within the same field as the author
- Occurs before submissions are accepted for publication
- To protect and maintain the quality of material published in a scholarly publication