IDENTIFYING SOURCES

SCHOLARLY VS POPULAR

	SCHOLARLY	POPULAR
PURPOSE	Articles or books that inform or report original research, theory, experimentation, or application and practice. Also referred to as Academic Sources	Articles and media that entertain and present information of general interest, generalized discipline specific content, and current events
VISUAL APPEAL	Little or no advertising, colour and graphics; illustrations are used to explain research.	May include advertisements, illustrations, and colour to add visual interest and marketing appeal.
EXPERTISE	Discipline specific content and vocabulary written by experts (researchers or specialists) in their fields; for students and academics in the discipline.	Information for general audience written by anonymous, staff, or freelance author(s). May have general or specialized knowledge on topic.
CITATIONS	Sources are cited both in-text (e.g., in the body of paper) and with a corresponding reference section (at end of paper).	Sources may be partially cited or cite only non-academic sources.
EDITING	Subject to higher standard of quality content, research, and writing, via the peer-review process.	Content may be be subject to an editorial process, but not guaranteed.
PUBLICATION	Often published by a professional organization or university publisher.	Published by companies, media, associations, or individuals for public awareness, profit, or influence.

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
- When directed by your instructor to provide supporting evidence by academic or peer-reviewed sources

Examples of Scholarly Sources:
- The Journal of Business
- Canadian Journal of Nursing Research
- Canadian Social Work Review
- The Reading Teacher
- Science

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 research of scholarly sources
- To identify current trends and issues in society or in a specific field

Examples of Popular Sources:
- Wikipedia
- Healthline
- Wall Street Journal
- ChatGPT
- Scientific American
- CBC
- New York Times
- YouTube

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