

Type of Sources			
	Scholarly Journals	Popular Magazines	Trade Magazines
<b>Characteristics</b>			
<b>Article Length</b>	Long	Short	Short
<b>Author</b>	Very knowledgeable	Journalists or freelance writers	Specialists in field
<b>Citations</b>	Yes	No	May include citations/bibliography
<b>Audience</b>	Scholars	Public	People in that industry
<b>Verbiage</b>	Vocabulary used in discipline	Basic	Technical
<b>Advertisements</b>	None	Numerous	Business advertisements
<b>Peer-reviewed</b>	Yes	No	No

### What To Look For When Evaluating Resources

**AUTHORITY:** Who wrote this? What are his/her credentials? Does the author have a degree related to field of topic? Is biographical information included about the author?

**PUBLISHER:** Is the publisher a university press or high-quality commercial publisher? Or a publisher of general and popular works intended for the mass market?

**ACCURACY:** Are citation, footnotes, or bibliography present? Is the research well-documented? Are there typographical errors or broken links in websites? Is the website up to date?

**OBJECTIVITY:** What is the purpose of this piece? What is the author's point of view? Is the author biased or unbiased? Is author trying to persuade or inform? What is the journal's affiliations?

**AUDIENCE:** For whom was it written? Is it targeted to an audience of scholars, researchers, or graduate students or the general public? What kind of verbiage is being used (advanced, technical, or basic)?

**SCOPE:** Does the article focus on a general topic? Or does it focus on a narrow, specialized topic?