Characteristics of Scholarly Sources Vs Popular Sources

Examples of Scholarly Sources
- American Journal of Psychology
- Journal of the American Medical Association
- American History Review Quarterly

Examples of Popular Sources
- Psychology Today
- Newsweek
- National Geographic
- Time

Audience of Scholarly Sources
- Scholars
- Researchers
- Students

Audience of Popular Sources
- General Public
- All Readers

Authors of Scholarly Sources
- Scholars, researchers, and experts in the field of study
- Author’s credentials in the field are established (e.g., institutional affiliations, maybe degrees)

Authors of Popular Sources
- Reporters, usually not experts on the subject.
- Authors may not have special qualifications for writing the article; credentials are usually not provided

Bibliography/References of Scholarly Sources
- Sources cited in footnotes and/or bibliography.
- Usually extensive list of references
Bibliography/References of Popular Sources
- Sources are not cited or cited informally
- No reference list is provided

Language of Scholarly Sources
- Field-specific language/jargon
- Requires the reader to be previously informed about the field

Language of Popular Sources
- Written in everyday language accessible to any general reader

Purpose of Scholarly Sources
- To report results or original research, experimentation or analysis

Purpose of Popular Sources
- Provide broad, general information and entertainment
- Secondary but not “original” research (the author didn’t conduct the actual lab work, math, or theoretical analysis.)

Appearance of Scholarly Sources
- Dense text-based pages
- May contain complicated graphs or charts
- Usually will not include color glossy pages or photographs
- Very little advertising, if any

Appearance of Popular Sources
- Attractive appearance - colorful
- Advertisements
- Heavily illustrated
- Glossy paper