

	Values & Uses	Language	Authors	Sources	Publisher	Graphics	Examples
Scholarly & Research Journals	Reports original research; Refereed or peer-reviewed; In depth & lengthy analysis of issues related to discipline; Includes abstract of article; Scholar are kept up-to-date in their field	Academic; Can be very technical; Uses language of the discipline; Difficult to read	Researchers or Academic Scholars (e.g. professors)	Footnotes & bibliographies; Citations in text; Extensive documentation	Universities; Scholarly presses; Research organizations	Few glossy ads; Graphs; Charts; Formulas; Tables;	American Hist. Review; Behavioral Ecology; Cell; Journal of Ed. Research; Plasma Physics; Lancet; Social Psychology Quarterly
Popular Magazines	Short articles; Not in-depth; Current events & hot topics; Interviews; They are designed for profit & a wide range of readers; Entertaining & flashy; Primary source for analysis of popular culture	Non-technical language; Easy to read	Journalists; Freelance writers	Rarely cite any sources	Commercial publishers	Very glossy; Full of color ads and pictures of all sorts	Time; Newsweek; Sports Illustrated; Readers Digest
Professional, Trade & Industry Journals	Statistics, forecasts, and current trends; Company, organization, & biographical information; Employment & career Info; News & products in a field	Written for practitioners; Uses professional terminology; Difficult to read	Practitioners in the field; Journalists with subject expertise	Occasionally use citations in text; Sometimes brief bibliographies	Commercial publishers or professional and trade associations	Photographs, charts, tables, & all types of illustrations; Sometimes glossy ads	RN (Registered Nurse); Science Teacher; Restaurants and Institutions; American Libraries

Journals of & Opinion	Commentaries on social & political issues; Some in-depth analysis; Political viewpoints; Acts as voice of activist organization; Speeches & interviews; Book reviews	Written for a general educated audience; Easy to read	Varies extremely from academics to journalists to representatives of various groups	Occasionally uses citations or bibliographies	Commercial publishers or non-profit organizations	Wide variety of appearances; Some have no graphics, while others are loaded	Mother Jones; Atlantic; National Review; New Republic
Newspapers	Primary info on events; Current information (local, regional & global); Hard news; Classified ads; Editorials; Speeches	Written for a general educated audience; Easy to read	Journalists	Rarely cite any sources	Commercial publishers	Pictures; charts; ads of all sorts	New York Times; Washington Post; Christian Science Monitor; Wall Street Journal
Gray Literature	Literature not typically available through regular market channels because they were never commercially published, listed, or priced; Reviews current information & occasionally provides original research	Can be very technical; Uses the language of the discipline	Government officials; Researchers; Academic Scholars	Ranges from no documentation to extensive use of citations	U.S Government; Universities; Scholarly presses; Research organizations	No glossy ads; Graphs; Charts; Formulas; Tables	Reports (government, institutional, technical, research); Newsletters; Bulletins; Internal documents; Dissertations; Theses; Conference proceedings