	Scholarly/academic article (print or online)	Popular magazine article (print or online)	News article (print or online)	Social media sources
Source can be found in a given publication or on a platform	*Canadian Historical Review* *The New England Journal of Medicine* *Global Environmental Change*	*Macleans* *Time* *The Economist*	*The Globe and Mail* *The New York Times*	Blog: Michael Geist (Professor of Law, University of Ottawa) 1619, an audio series/podcast by Nikole Hannah-Jones for the *New York Times* Shawn Graham @electricarchaeo (Professor of History)
Author(s) and/or creator(s)	Scholars in a particular discipline who have done extensive research in their field.	Staff writers Freelance journalists Guest authors	Staff writers Freelance journalists Guest authors	Academics Journalists Freelance writers Activists Community members
Purpose	Overall, to expand knowledge in a specific field or discipline by reporting research findings, reviewing literature.	Overall, to report on news items and/or subjects of general or broad interest.	Overall, to report on news items and/or subjects of general or broad interest. To market or promote products or opinions: Some articles can be paid for by organizations and/or advertisers.	To establish expertise in a topic. To report and comment on issues and/or subjects of general or broad interest. To market or promote products and opinions. Some articles can be paid for by organizations and/or advertisers.
Audience and language	Other scholars in a field or discipline including university students. Language is formal and specialized:	General audience Language is non-specialized and can be conversational or informal in tone.	General audience Language is non-specialized and can be conversational or informal in tone.	General as well as specialized audiences.

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		Limited use of jargon, depending on the nature of the content.	Limited use of jargon, depending on the nature of the content.	
	• Academic terms and/or jargon (e.g., technical and/or theoretical vocabulary) Note: Jargon can be defined as specialized terms.			
Cited references	• Footnotes, endnotes, or in-text • Bibliography, reference list, works cited Format depends on academic style (e.g., APA, Chicago, MLA).	Typically, do not include cited references.	Typically, do not include cited references.	May include cited references and/or links to specific sources.
Editorial process	Reviewed by an editor and peers (i.e., is peer reviewed [or refereed]). The editorial process is typically defined in an "About" section for a given journal.	Reviewed by an editor or editors	Reviewed by an editor or editors (i.e., an editorial team)	May or not have an editorial process. For example, a communication officer may review and fact check official government Twitter feed. However, other social media sources may not be verified by (other) researchers and/or experts.
Publisher	Academic journals • Periodical (a journal that appears in a new edition on a regular schedule). • Serial (a publication that is produced as a series) Publisher could be: • a scholarly association or	A periodical, which can be defined as a publication that is published at regular intervals Note: Publisher typically is a commercial organization.	Newspaper Note: Publisher typically is a commercial organization.	Either an individual or an organization.

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Interdisciplinary Studies Librarian
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	• other professional organization or society • an academic press			
Publishing frequency	• Annually • Semi-annually (e.g., twice a year or 3-4 times per year) • Monthly • Weekly (e.g., for some scientific journals)	Monthly or weekly	Weekly or daily	Posts and/or content may be made or added at any time.
Layout	Typical layout (structure) for arts, humanities, and social journals includes key sections with headings/sub-headings: • Title and author information • Abstract • Introduction • Literature review • Methodology • Results • Discussion • Conclusion • Cited references For scientific articles, there is generally no separate literature review section. Background information is covered in the introduction. Print vs online: Basic layout applies in both platforms	Typically include: • By line (i.e., author information) • Introductory paragraph (or paragraphs) • Body paragraphs • Conclusion Can include headings/subheadings, depending on the nature and length of content. Print vs online: Basic layout applies in both platforms. Online articles can include hyperlinks.	Typically include: • By line (i.e., author information) • Introductory paragraph (or paragraphs) • Body paragraphs • Conclusion Print vs online: Basic layout applies in both platforms. Online articles can include hyperlinks.	Varies by platform. May or may not include information about the author(s).

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Illustrations, visualizations, advertisements	Black and white print Illustrations: • Photographs (matte or glossy) • Cartoons Visualizations: • Graphs • Tables • Charts Can include advertisements.	Black and white or in colour Illustrations: • Photographs (matte or glossy) • Cartoons Visualizations: • Graphs • Tables • Charts Includes advertisements.	Black and white or in colour Illustrations: • Photographs (matte or glossy) • Cartoons Visualizations: • Graphs • Tables • Charts Includes advertisements.	Black and white or in colour
Use in academic assignments and/or research	Usually required, as either primary or secondary sources in academic assignments. Check assignment instructions (e.g., in a course syllabus or assignment document) to identify the type of sources required.	May be used in academic assignments as primary or secondary sources. Check assignment instructions (e.g., in a course syllabus or assignment document) to identify the type of sources required.	May be used in academic assignments as primary or secondary sources. Check assignment instructions (e.g., in a course syllabus or assignment document) to identify the type of sources required.	May be used in academic assignments as primary or secondary sources. Check assignment instructions (e.g., in a course syllabus or assignment document) to identify the type of sources required.

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